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FALL 1977

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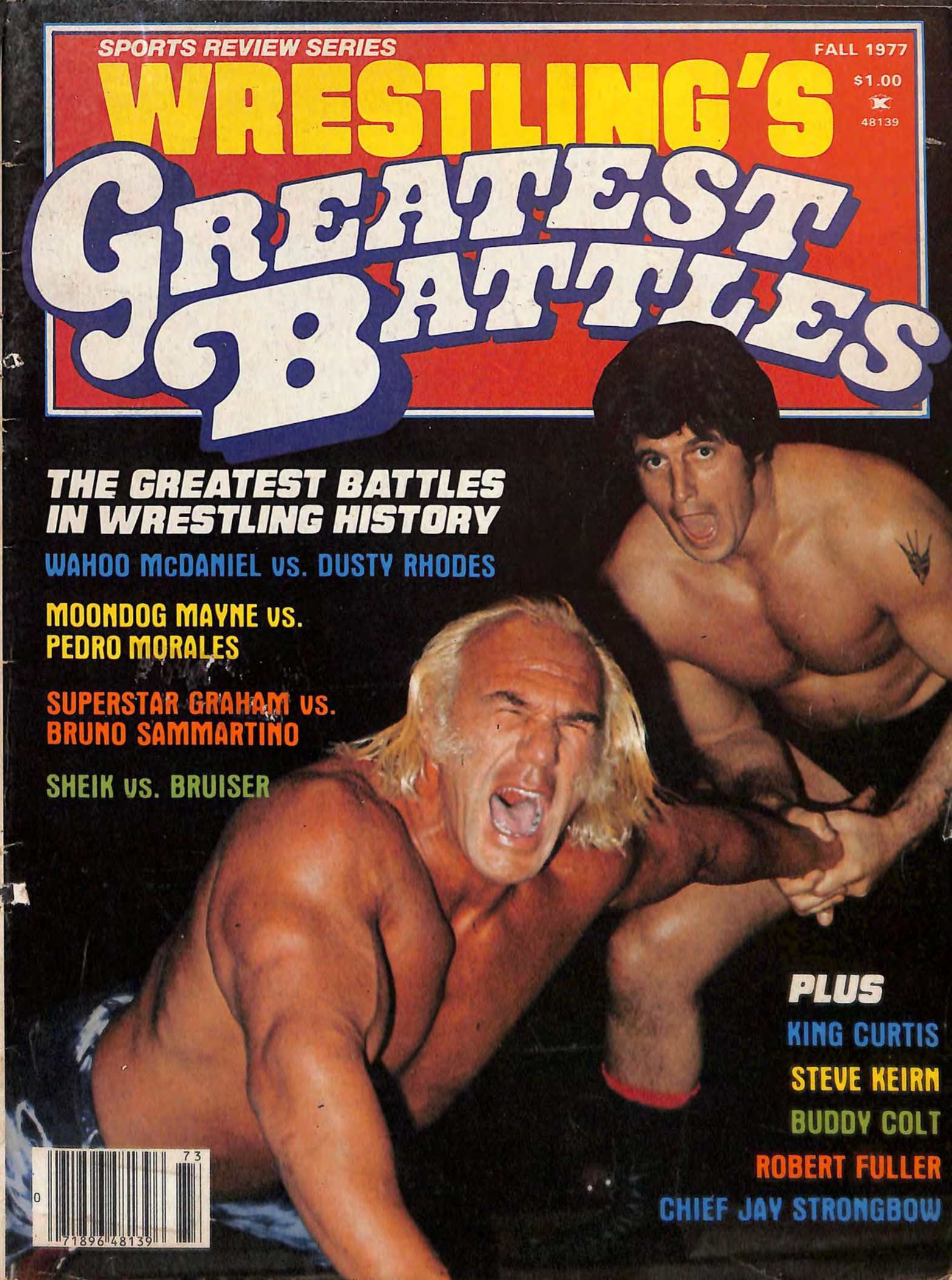
WRESTLING'S GREATEST BATTLES



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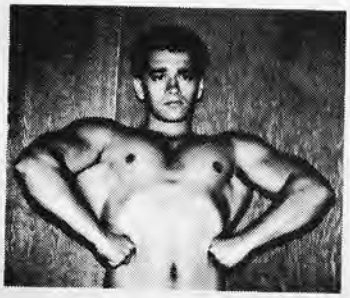

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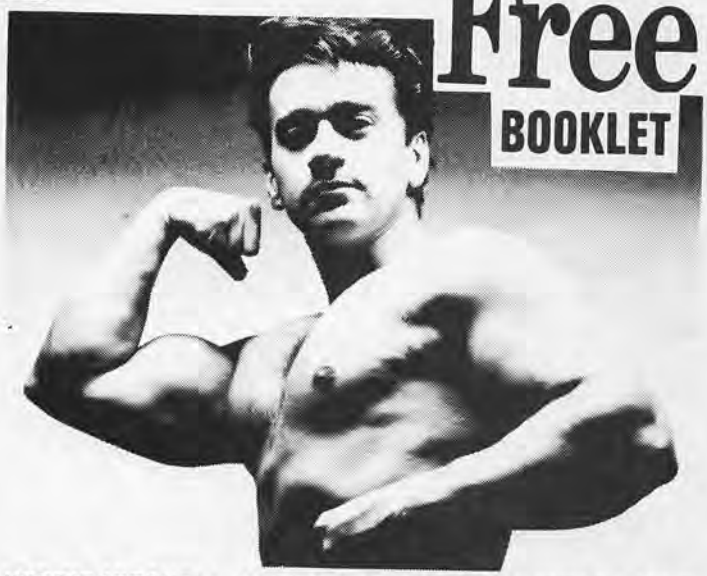

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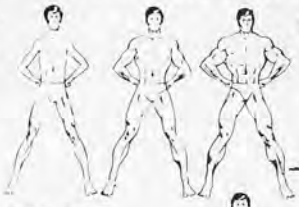

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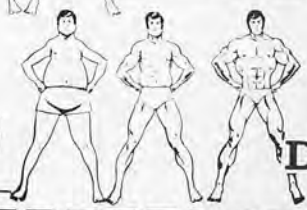

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WRESTLING'S GREATEST BATTLES

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INTRODUCTION

DUE TO THE unprecedented demand of fans all over the world, we are delighted to publish still another edition of WRESTLING'S GREATEST BATTLES. We are sure these stories will please our thousands upon thousands of readers.

The first battle recounted is "Robert Fuller Pays The Costly Price of Fame." The popular young grappler learns one must earn everything he gets, and fame is an expensive luxury. Fuller has to wrestle one of the meanest wrestlers around to save his good name and career.

There are some matches in which victory doesn't satisfy. We think you'll be intrigued by "When a Pin Wasn't Good Enough." There's no reason to mention between which two grapplers the match takes place because learning their identities is part of the excitement.

Along the same line is "Don't Take That Leap!" The story shows what happens when a wrestler, even a top professional, foresakes victory for slaughter. Seeing an athlete in this situation tells a great deal about the sport and the men who make it remarkable.

"Who Did This To Buddy Colt?" is a story of vengeance and fury. Before Colt was injured in an airplace crash, his wrestling tactics shocked the world. Here is a reminder of what a terrifying competitor this man was before a tragic accident ended his career, writing the final chapter to his reign of terror.

Many people will also enjoy reading "King Curtis' Night of Terror." Here the hated wrestler goes berserk and savages everyone in sight. How it happened promises to be fascinating reading.

"Sheik Vs. Bruiser—The Gory Feud That Will Not End" is one of the most remarkable studies of a feud ever printed. Anyone interested in wrestling will be fascinated by this anatomy of furious hatred.

When you read "1,200 Pounds of Anger and Sorrow," make sure to have a handkerchief handy. This is a story of friendship and betrayal, ambition and integrity. After reading this, you may never look at a wrestling match in the same way again.

Every wrestler must learn for himself "Steve Keirn's Tragic Lesson: Nobody Handles The Garvins By Himself." For the best of reasons, Steve took on the whole clan. But even the best intentions can't make someone do the impossible.

Only those with the strongest stomachs should dare read "A Diary of Wrestling's Dirtiest Matches, Part II." When people shudder at violence in wrestling, this is what they're talking about.

In a match previous to Sammartino actually losing his title, "Before 22,094 Stunned Fans . . . Superstar Graham Destroys Bruno Sammartino." Read of this match and then understand more clearly why Graham is the new WWWF champion.

"Bloodbath at the Garden" is the final epic battle in this extraordinary collection, and the perfect way to end this magazine. This match is a classic in ugly brutality and still discussed by fans all over the world. This account is judged by all experts to be the best description of this widely reported brawl.

Once again, we have searched the past for the most exciting and important battles in wrestling history. This present collection ranks with the best magazines on the subject. It is a compilation that every wrestling fan will treasure. □

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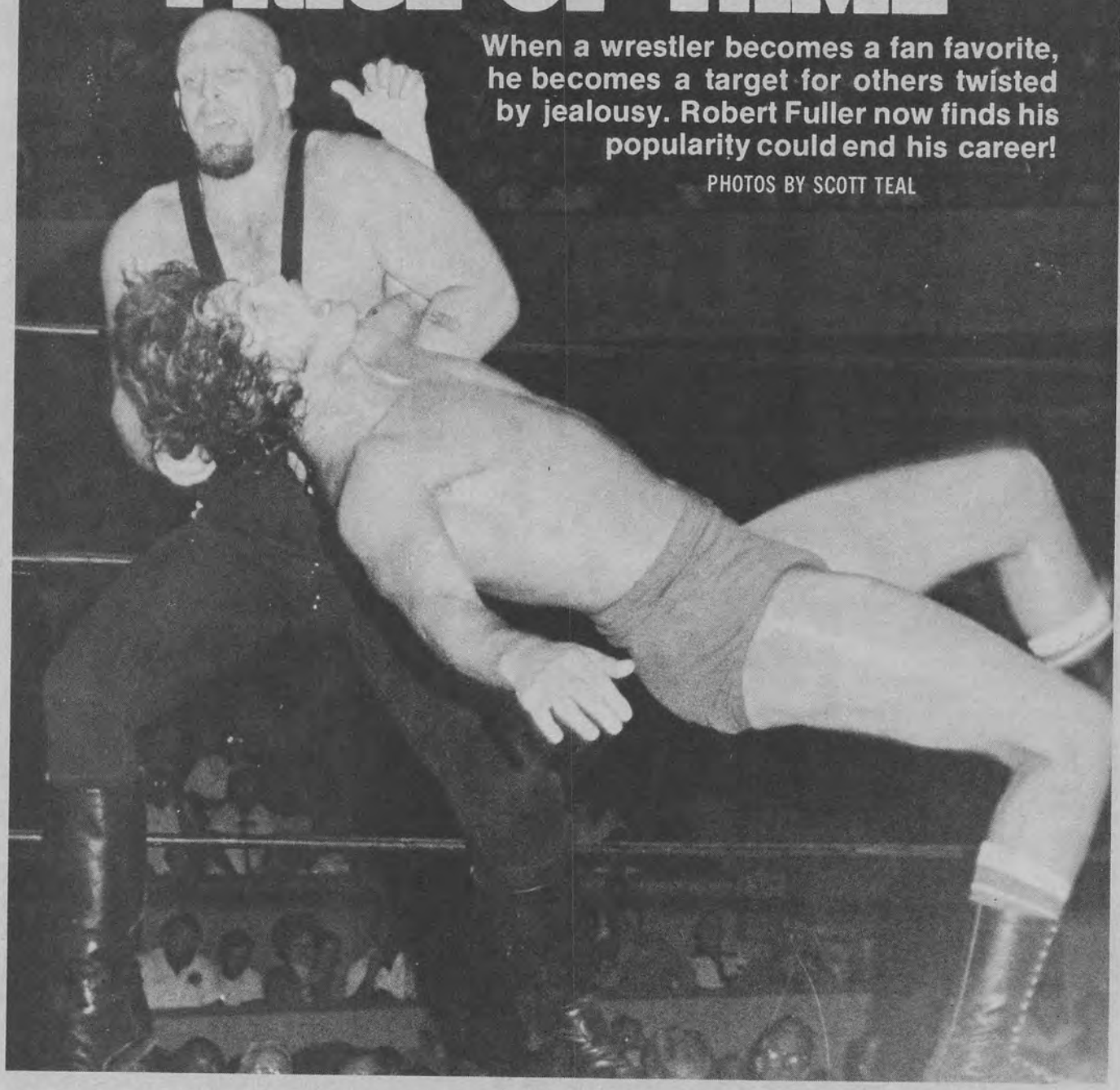
ROBERT FULLER PAYS THE COSTLY PRICE OF FAME

When a wrestler becomes a fan favorite, he becomes a target for others twisted by jealousy. Robert Fuller now finds his popularity could end his career!

PHOTOS BY SCOTT TEAL



WOMEN FIND THE sight of Robert Fuller breathtaking. They scream and shout their adoration every time he enters the wrestling arena. The minute he steps into the ring, he is showered with flowers from his adoring female fans.

And Otto Von Heller doesn't like it. Von Heller has quite a different opinion of young Fuller. "He's a no good, two-bit, creepy punk!" said Otto. "He knows nothing about how to wrestle. Anyone who knows anything about this sport knows I'm a much better grappler than he. Why those dumb girls go wild over him is a real mystery to me. He's no damn good!"

Every time Von Heller sees Fuller he shouts these insults at the young grappler. Finally, Robert got so fed up he challenged Von Heller: "If you're as good as you seem to think you are, why don't you wrestle me? I'll prove you are the one who isn't any good!"

Von Heller quickly accepted the

(Continued on page 46)

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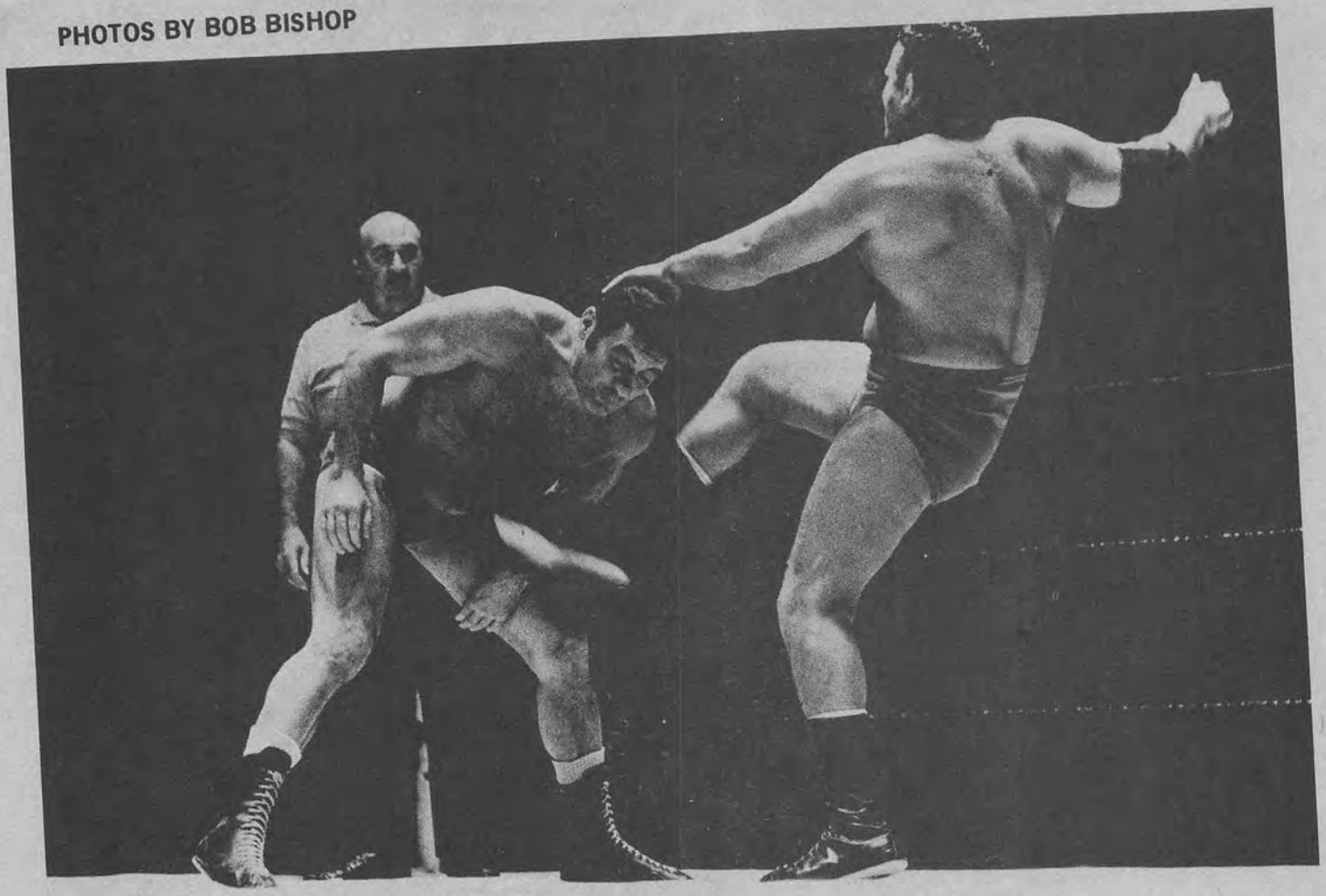
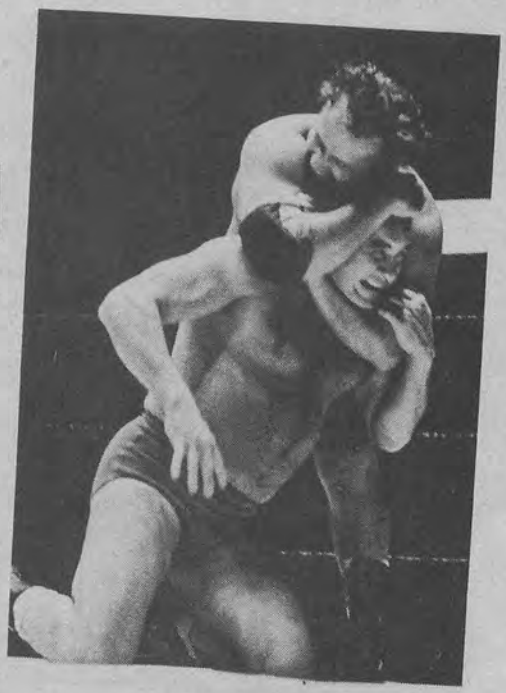


After lashing his boot into Chris Tolos' solar plexus (above), Ben Justice traps his victim in a sleeper (below).

WHEN A PIN WASN'T GOOD ENOUGH

Sometimes winning a match via a conventional method isn't what either wrestler wants



AT TIMES, VICTORY isn't final enough. Hatred demands something more difficult, something more painful. For Ben Justice and Chris Tolos, winning wasn't a great enough satisfaction.

"I want to leave his carcass limp on the mat!" Justice declared before their match. "Chris Tolos makes me sick. The last time I wrestled him I should have killed him. Well, I won't make the same mistake twice. I'm not going to have to look at his ugly face for a *third* time.

"I'll make an offer Tolos isn't man enough to accept," Justice declared. "In our match, a pin won't end the match. We don't stop until one of us is unconscious. I'm making the offer in public because I want the world to see Chris Tolos squirm away in fear!"

Much to Ben's surprise, though to no one else's, Chris readily accepted the condition. No one who has wrestled Justice in the past year, since he's changed his tactics for the worse,

(Continued on page 52)

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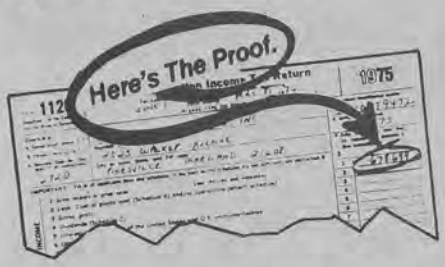
"This is the system, the *whole* system and the *only* system I used to walk home with 500,000 clams. I GUARANTEE it will make you a winner in 30 days." *MIKE WARREN*

From now on, if you lose your shirt on the ponies, you have no one but yourself to blame.

Because I—Mike Warren—am going to show you how to win back your shirt, your bank balance and your zest for life. I'm going to lead you back to GREEN PASTURES and the GOOD LIFE you've always hankered for—the big house, the summer home, the swimming pool, the three cars, the six week vacations—the whole bit.

I'm going to teach you seven little secrets.

Seven little secrets that earned me well over $500,000 last year, $300,000 the year before, $150,000 the year before that. And $75,000 the very first year I perfected my system.



Here's the proof: a photostat of Mike Warren's IRS return for Calendar 1975.

Nobody—but I mean NOBODY—can duplicate my record for picking winners over the past four years.

Which may sound like bragging.

But the day you walk away from a parimutuel window with winnings of $10, $20 and even $50 on a modest $2 wager—as a result of using my system—you'll think I'm the best friend you ever had. And as your winnings pile up—and you really start to turn your life around . . . and as you realize *you have now become a consistent winner at the track*—you're going to start blowing me long distance kisses or sending me love notes like the ones I get every day:

Dear Mr. Warren:
You DID IT! You solved the problem I've been working on for years! I have never run across so accurate or refined a system of playing the horses in all my life. I have thrown away all the charts, plastic slides, and "professional systems" in my library. I just can't get over how your simple system put me onto winner after winner! TEN BUCKS??!!! Hell, you should charge three hundred times that for what you're disclosing!
Sincerely,
D.R.S., San Diego, CA 92117

Dear Mike,
. . . What a payoff. $15.20 for ELSIE to win and $246.80 for the exacta—$2,620 for a $20 bet.
Mike, thank you. You are free to use this letter and I will have it notarized.
Sincerely,
BOB COOKE, 3 West 51 St.
New York, N.Y. 10019

Sworn to me this
4th day of February 1976
NOTARY PUBLIC
Dear Mike,
Your method is fool proof. I have won 70% of the races I have received from you since Saturday.
Again, thank you.
Randall W., Brooklyn, N.Y.

Convinced? Okay, but already I can hear you asking: "WHY IS THIS GUY GIVING IT AWAY?"

The answer is twofold and very simple.

One, I'll make a bundle on the book I'm selling you.

Two, very few bettors have the character to stick to any system, let alone my "SYSTEM OF THE CENTURY".

So in a way, I'm challenging you as a bettor and as a man. Because if you think of it, there isn't a reason in the world why a serious bettor shouldn't be a consistent winner—maybe not to the tune of 500,000 a year—but still, he ought to be in the black. Even the occasional horseplayer shouldn't have to take a drubbing every time he visits the track.

Yet most bettors are consistent losers.

Why? You'd better ask the shrinks. They claim the habitual loser secretly wants to lose. You figure it out.

All I know is, they lose and lose and lose and they never learn. It's a pity, but it has a paradoxical effect.

BECAUSE OF THE HABITUAL LOSERS, THE ODDS FAVOR THE MAN WITH A GOOD SYSTEM WHO STICKS TO IT.

In other words, it's the losers who feed the winners.

Tomorrow morning, when I get up, my biggest problem will be to figure out whether I should play golf, putter around with my Mercedes, take the wife to Acapulco, fly to Florida with my kids to see Disney World or even visit my in-laws.

I'm 33 years old. I can live this life style the rest of my days.

So when people tell me you can't beat the ponies, what can I say?

I beat them all the time. I NEVER lose. I've *proved* it.

WHAT *IS* "THE SYSTEM OF THE CENTURY"?

I could almost squeeze it in on the rest of this page. It's so simple, if you've never placed a bet before or even been to a race track, you'll *consistently* find yourself on the boards, walking away from the parimutuel window with $10's, 20's and, yes, even $50's for your $2 wager.

The System consists of seven rules—seven rules you can read and memorize in just one hour at home. One of these rules—Rule 4—is so elementary that you can go to any race track with an infield turf (grass) course and start writing your own checks tomorrow as if you'd been a track pro for 20 years.

If you're a regular horseplayer, "The System of the Century" could put you on Easy Street as a permanent resident. Let me give you a clue: how many times have you spent hours poring over a single race, doping out every detail, figuring every angle . . . only to find that the horse you picked to begin with . . . and decided against for some reason even *you* can't remember—romped home an easy winner? YOU ALMOST HAD IT, BUT YOU LOST IT. YOU SCRAPPED ONE RULE IN FAVOR OF ANOTHER. YOU HAD NO *SYSTEM*. YOU HAD NO *PRIORITIES*.

A lifetime at the track—under the wing of my father, who was a handicapper before me—listening to trainers, owners, jockeys, high rollers and handicappers—asking questions, taking notes, keeping records of wins and losses—and then putting it all together—*this was how I learned what those priorities are.*

And they're incorporated into "The System of the Century".

And now it's all yours.

$10 MAY BE ALL YOU NEED TO GET STARTED.

Here's how failsafe my system is . . . *provided you follow my seven little rules strictly and without exception.* Then you'll start cashing in on those big parimutuel tickets most people just dream about.

Now, I recognize that the world is full of skeptics—even the wise get fooled once in a while. So I make this proposition to you:

SEND ME $10.00. I WON'T CASH YOUR CHECK FOR 30 DAYS.

That $10.00 is payment in full for "The System of the Century".

Use the System at your local race track for 30 days, making sure to follow my rules as outlined therein. Bet as much as you want—and keep what you take in with my blessings! If my method fails to work in exactly the manner I've described, *you have risked nothing*—because I'll send your original check back to you *uncashed*. In fact, *date your check one month ahead*—that way nobody can touch your ten bucks while you prove for yourself whether my System is everything I say it is.

Could anything be fairer?

I've proved my System works—it's making *millions* for a handful of smart bettors.

And here I am offering it to you with a 30 day free trial money back guarantee.

You're a smart bettor. How can you walk away from odds like that?

Who is Mike Warren?

The man RACING FORUM calls "The Jack Anderson of American handicapping," and the son of a handicapper, Mike Warren gained early exposure to the world of horses and tracks, jockeys and trainers, losers and winners.

Today, as America's premier handicapper, Mike is well on his way to becoming a self made millionaire at 33—because he picks 'em with uncanny accuracy. And he does it with more than talent.

In an atmosphere crackling with excitement, Mike leads a highly specialized network of professionals, fine-tuned and coordinated to produce one single product: winners.

Mike and his team dispense this precious product to subscribers as conscientiously as a first-rate investigative reporter reveals and interprets news as quickly as it happens.

Sworn Statement . . .

This is to certify that all statements made in this ad are true and correct to the best of my knowledge and belief. MIKE WARREN is a professional handicapper of Thoroughbred horses, and his gross income for the last twelve months was in excess of $500,000.00.

A Belous

CLIP AND MAIL TODAY

VSG-897

Mike Warren
The Baltimore Bulletin, Inc.
Professional Building
Baltimore, MD 21208

Dear Mike,

I can't afford to pass up your offer. Please send me "The System of the Century" by return mail. I understand that if your method doesn't make big money for me as you have outlined, all I have to do is return it within 30 days and my uncashed check will be returned to me.

On that basis, here is my check for $10.00 *dated one month from now*. (If you're enclosing a money order that can't be dated ahead, you have the same money back guarantee.)

☐ For immediate shipment, first class, add 50¢ (in coin or stamps please.)

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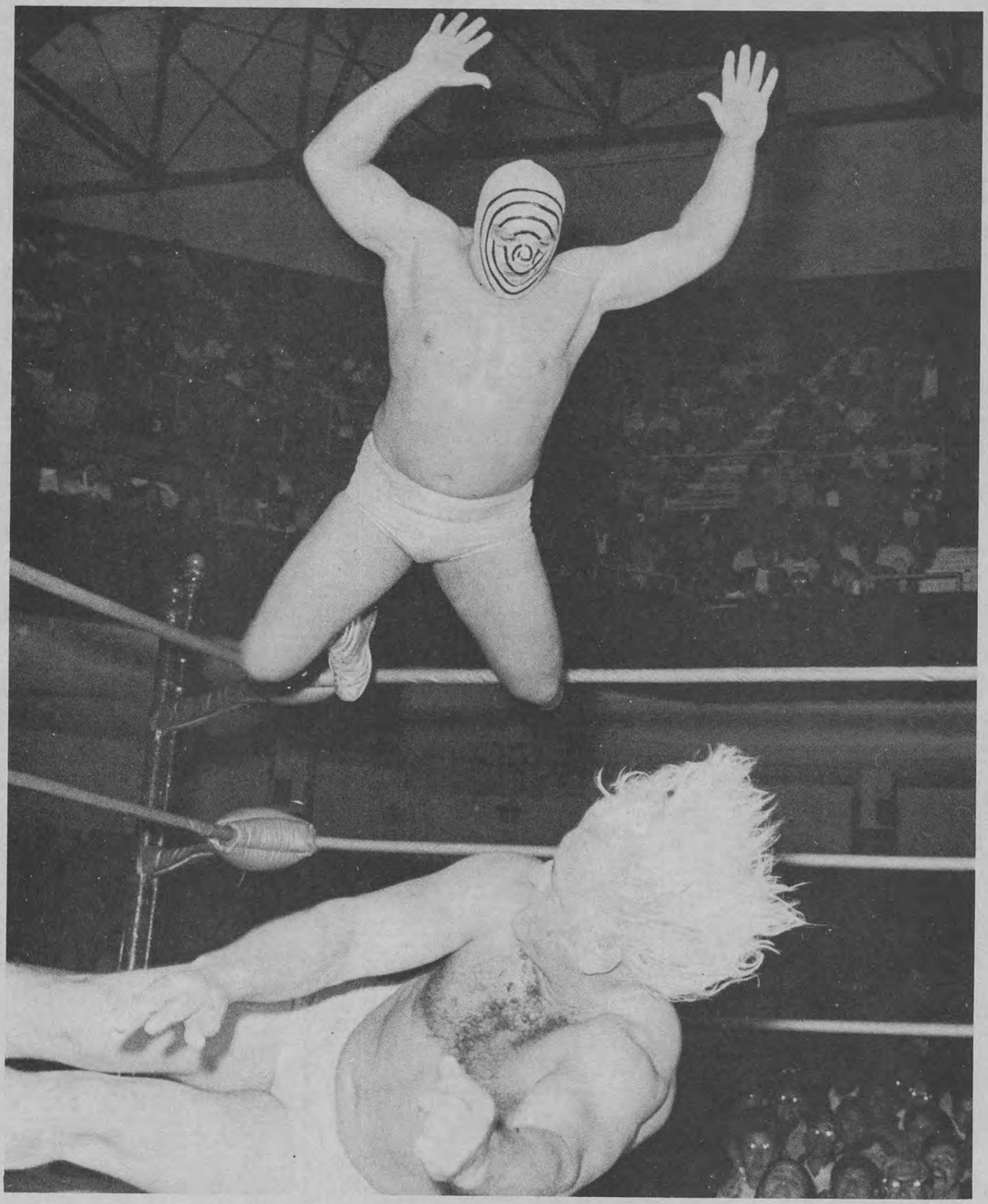
Please make checks payable to "The Baltimore Bulletin".



"DON'T TAKE

El Sicodelico leaped off the ropes and wound up losing the match. Is his mistake one that will haunt the young star forever?

PHOTOS BY THEO EHRET

THE LIGHT FROM the screen reflected off the masked face. The eyes peering through the slits in the gaily colored mask were cold, hard, and unblinking. The projection room was shrouded in silence so as not to disturb El Sicodelico's concentration.

"How many times are you going to watch this 15 seconds of film," a friend asked the wrestler, who had witnessed the moment of his defeat more than 30 times already.

Not seeming to hear his friend, and not taking his eyes off the screen, El Sicodelico asked, "Can I see it frame-by-frame?"

"Alright," the friend said with resignation, "here's the film frame-by-frame so you can see exact instant where you blew it. Afterwards, do you want me to beat your knuckles with a ruler?"

El Sicodelico ignored the sarcasm and stared stolidly at the screen. While he watched the screen, his friend watched him. As the frames changed, the light changed its intensity. The masked face became shrouded in different colors and shadows. Through it all, however, El Sicodelico's face never changed its expressionless stare.

Finally, El Sicodelico murmured, "Thank you," and strode purposefully from the room.

The friend shook his head and excused the Mexican mat star's rude behavior. He understood El Sicodelico had forced himself to watch the film as a self-inflicted punishment enough. He had forced himself to repeatedly watch his mistake, wallow in his failure. When he had taken as much as he could stand, El Sicodelico fled from the room.

"You paid your dues, buddy," the friend said and promptly set fire to the short strip of film.

As he stared at the flames, his friend saw the frames illuminated for the last time. There was his masked friend seemingly frozen in the air, hurtling down on the prone body of Gorgeous George Jr. Then the flames twisted the film and the next frame made visible showed El Sicodelico lying on the mat, his body writhing in agony. In the next instant, the fire destroyed this frame and the film became ashes.

Meanwhile, El Sicodelico drove through the dark night toward his home. However, putting distance between himself and the film could not separate him from the memory of the match.

It had been an especially tough match. Gorgeous George's pomp and ceremony may seem silly, but it does not detract from his excellent but ruthless wrestling. The two men had traded armlocks, leglocks, and as the match wore on, punches.

Slowly, El Sicodelico gained an advantage. It was a magnificent exhibition of wrestling skill. George realized he was in trouble. Yet, even his vast repertoire of dirty tricks couldn't aid him as victory slowly but surely evaded his grasp.

He punched, kicked, bit, even got down on his knees and pleaded. The more desperate he became, the greater El Sicodelico wrestled. George seemed doomed to defeat.

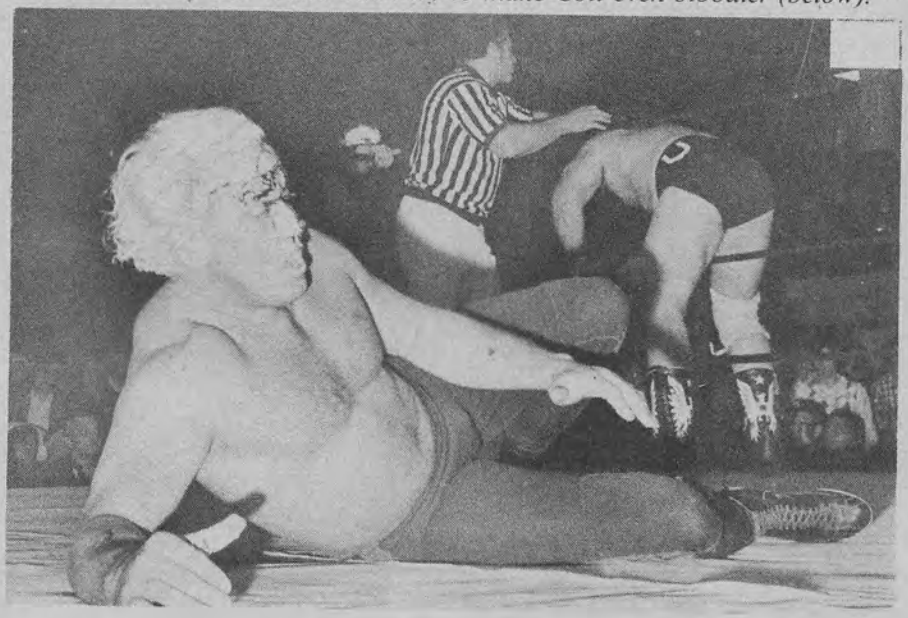
Then, El Sicodelico felled George with a magnificent dropkick. The blond wrestler crumpled to the canvas, his body barely moving. For all intents and purposes, El Sicodelico had kicked the fight out of him. *(Continued on page 48)*

Gorgeous George Jr. shows he is an excellent wrestler as well as "beautiful" as he hurls El Sicodelico across the ring with a flip (above) and traps him in a great armbar (below).

THAT LEAP!"

WHO DID THIS TO BUDDY COLT?

Bleeding and helpless, Colt collapses on the canvas unable to move (above). When Buddy begins to regain his senses, the referee makes sure Cowboy Bill Watts won't try to make Colt even bloodier (below)!

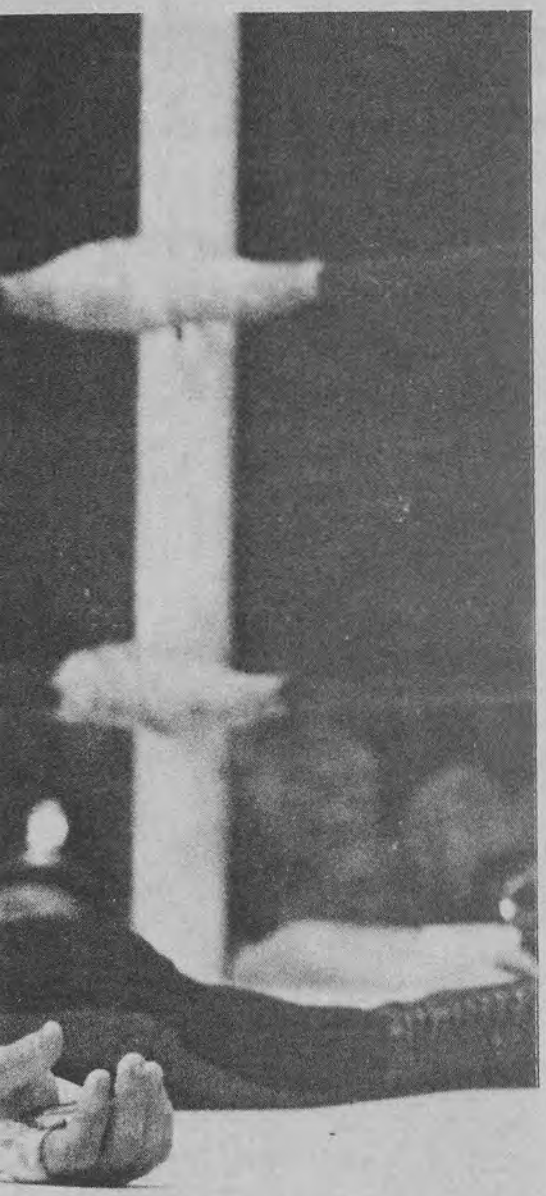


THAT NIGHT, the first one into the dressing room was Cowboy Bill Watts. For this match, he wanted everything to be perfect. In a few hours he'd be wrestling Buddy Colt.

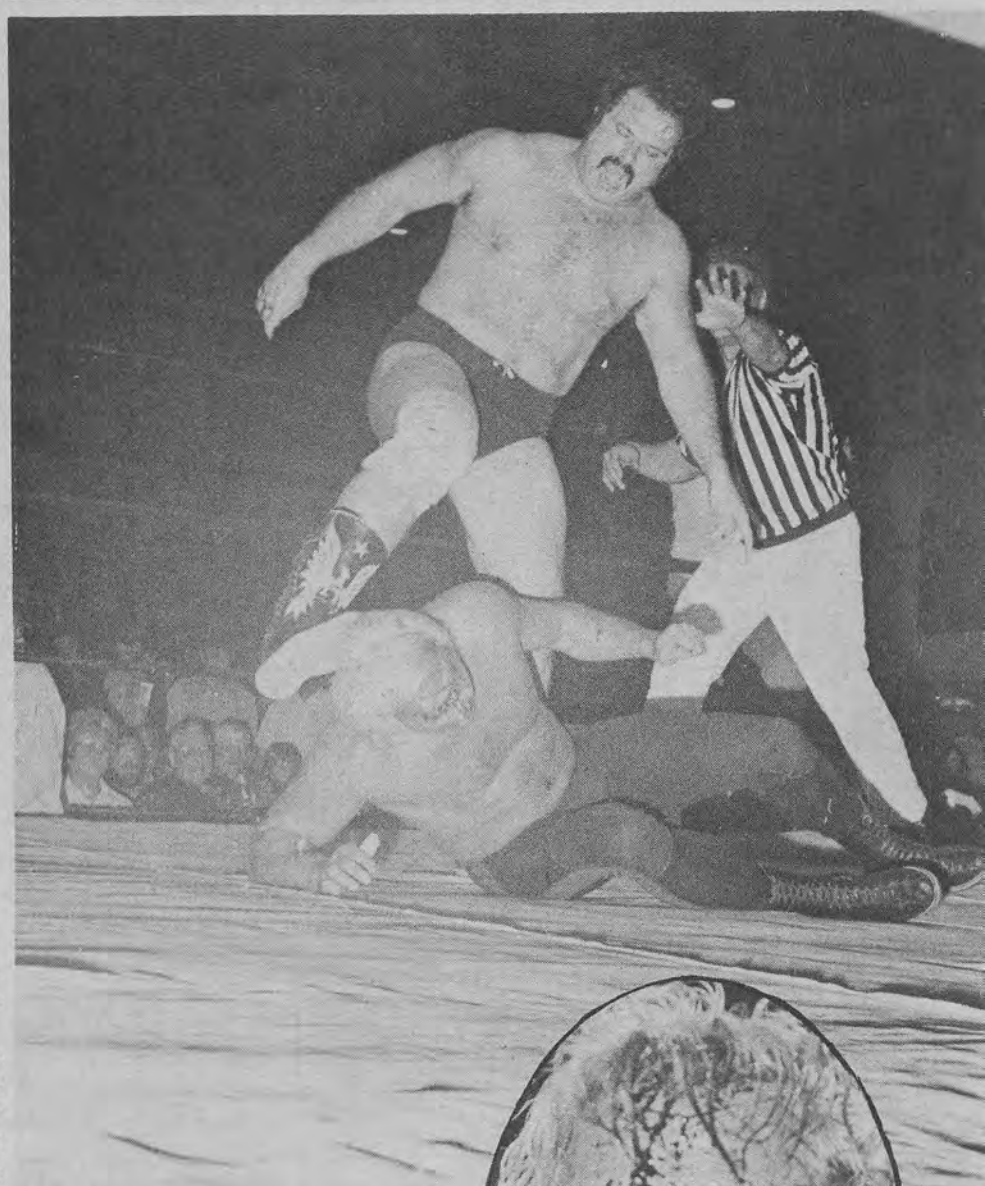
Colt's list of past massacres would make any opponent nervous. But Watts wanted more than victory this night. Bill wanted to see Colt crawl as the blond wrestler's blood stained the canvas.

"I'm the last guy in the world," Watts admitted, "to be *too* upset if an opponent uses dirty tactics. I'd rather respond in kind than complain. Hell, a good brawl never hurt anybody—very much!

"But a guy like Colt is different. There's an ugliness inside him, something that makes him want to see another man broken. Watching him



When you relentlessly cut a bloody swath through wrestler after wrestler, eventually you must pay the price. Cowboy Bill Watts made sure that Buddy Colt paid—in blood!



With savage abandon, Bill Watts lashes brutal kick after kick into Colt's bloody face and body (above). The referee is about to pull the berserk mat star off his victim. After Bill is ordered back to his dressing room, Colt stands and lets the fans see what condition his face is in—a bloody mess (right)! No one knows how many stitches Colt needed afterward.

just infuriates me. Watching him terrorize men I call my friends makes me want to avenge their pain.

"In this match, Colt is going to have to pay a lot of dues. I'm coming to collect them! Collect them in blood!"

Then wordlessly, Watts slowly and carefully put on his gear, including a knee pad which he needs to correct an old injury. Bill went over everything three times, determined to make sure all would be well.

As Watts coldly prepared for battle, Colt relaxed confidently. For Buddy, it was another night and another chance to break someone into agonized pieces. He just waited while a sneer plastered itself on his face.

Finally, it was time for the match. Colt entered the arena strutting cockily. Watts strode in purposefully. The

(Continued on page 58)

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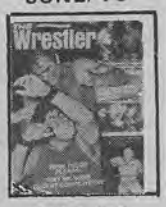
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It is well-known that many of King Curtis bouts have ugly finishes. But in this one it took a deputy sheriff and 15 armed men to get him to leave the arena

KING CURTIS' NIGHT OF TERROR!

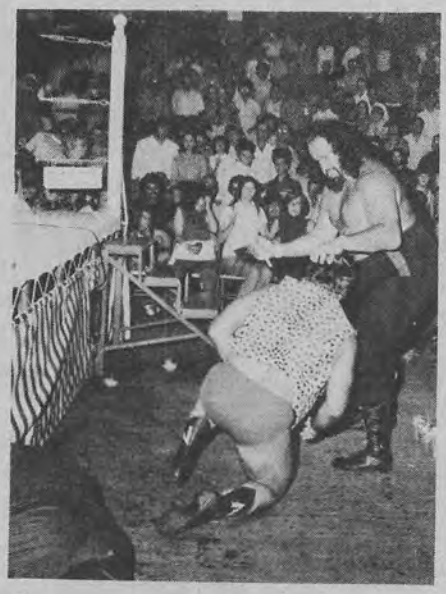
PHOTOS BY BILL BEACH

NO ONE WHO was there will ever forget it. Everyone who was there feels lucky to have survived it.

King Curtis stood angrily waiting for his opponent, Nick Kozak. The pre-match tension made Curtis' hands shake.

"I'll kill him!" Curtis repeated over and again, pacing back and forth. "I must kill him!"

Many nights, Curtis has seemed to be bordering on the berserk before a match. This night, however, he seemed worse than ever before. There was a reason for this. He *was* worse than ever before!

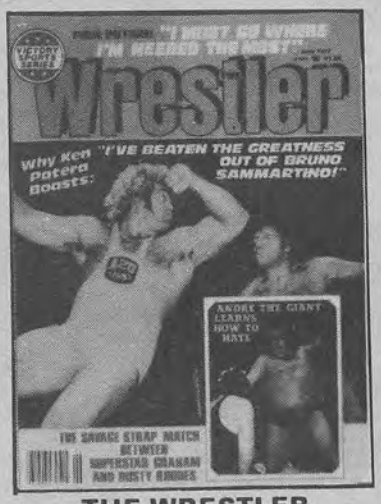


Before he entered the arena, Kozak was warned that Curtis seemed especially crazed this evening. Well-meaning friends quickly offered suggestions on how to avoid Curtis' illegal, torturous tactics. Nick smiled, knowing he could only depend on his wits and skill to survive the onslaught. The ones who gave the advice knew this also, but felt the need to do something in the face of possible tragedy.

Nick's fellow wrestlers weren't the only ones worried about Curtis' dangerous antics. The head of the special police force, familiar with Curtis' tirades, saw the wrestler

(Continued on page 54)

WRESTLING'S GREATEST SUBSCRIPTION DEAL



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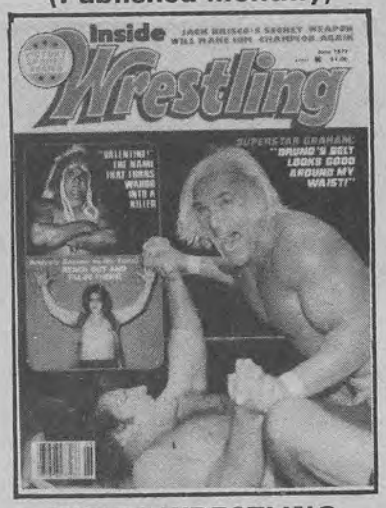

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SHEIK VS. THE GO THAT WILL

"I'VE NEVER SEEN Sheik like this. He's totally off the wall. He'll kill Bruiser. I'm telling you, he'll kill Bruiser!"

Those were the piercing cries of Eddie Creatchman the day after The Sheik battled Bruiser for the first time in many, many years. And the match, so wild, wound up with a double disqualification verdict.

"It's just the first of many matches," Bruiser pointed out, also on the day following the match. "I won't rest until that savage animal is out of wrestling. And I intend to render him physically incapable of wrestling. I'm gonna bust his bones and tear him apart limb from limb! That goes for Creatchman too!"

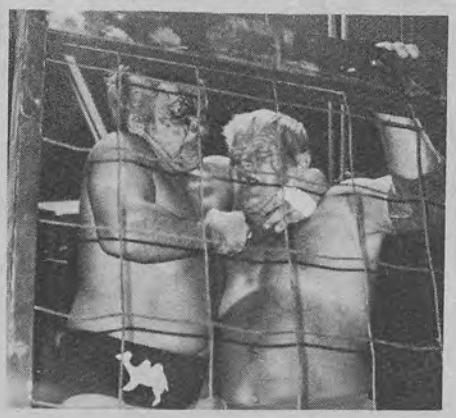
The match, which was one of the hottest box office attractions ever, prompted promoters to approach both parties to agree to terms for another match.

"This time I want that clown strapped to me!" Bruiser demanded. "All he did was run from me the entire match. Let's see if he and his crazy manager have enough guts to engage in this kind of match."

"LIES! LIES! LIES!" Creatchman screamed when he heard Bruiser's accusations. "But to show that we have the fortitude, the guts and the ambition to kill this so-called wrestler, we accept a strap match. And Bruiser, you had better heed my words. This is just the kind of match my Sheik thrives on. You will be wrestling your last match. The next time we'll see you is at your funeral, you poor excuse for a wrestler!"

Well, strapped to each other, The Sheik and Bruiser finally began their battle. And if The Sheik

Below: Sheik and Bruiser savage each other in a cage match! Right, opposite page: Both men gush blood but keep on with the battle as their feud continues.



Bruiser and Sheik continue to battle furiously in strap matches, cage matches, and blood matches! How long will it be before a tragic ending is written for wrestling's most savage feud? PHOTOS BY GARY KAMENSACK

BRUISER RY FEUD NOT END!

thrives on strap matches, it's good he doesn't accept too many of them. Bruiser continued to pummel The Sheik with his strap until he made him a bloody mess.

Finally, Sheik was able to retaliate and started to beat the tar out of Bruiser — so he thought. But Bruiser took charge again, refusing to listen to the two referees' instructions when they ordered, "Back off! We want to check the cut!" Bruiser, refusing to yield, got himself disqualified. It must've been a big relief for The Sheik.

And that match wasn't the end of things. Creatchman complained his man was suffering from the flu and couldn't get started that night.

"It happens to us all," Creatchman explained. "Let's wrestle again. This time with no fancy catches like straps or anything like that. Let's just have a good clean match. The kind of match The Sheik loves so much."

Bruiser couldn't believe his ears. And since Creatchman refused to let The Sheik wrestle any way but in a "normal" match, Bruiser had no choice but to accept if he wanted the Arab terror to himself again.

After the usual Sheik formalities —his prayer ritual and the hiding of his famous pencil—the two went at it again.

This time the ballgame was all Sheik's. He tore at Bruiser's forehead with the pencil, shredding Bruiser's skin. Bruiser was a bloody sight to behold. The Sheik was having a field day at Bruiser's expense.

Just when it looked like Bruiser was finished, he began slugging The Sheik. The second time he smashed Sheik so hard the pencil flew out of the Arab's hand. And guess who caught it? That's right —Bruiser!

"You damn..." Bruiser cursed. "You're dead!"

And Bruiser began tearing Sheik's forehead flesh apart until he was equally bloody.

Left with no recourse, Sheik kicked Bruiser low. As Bruiser hit the

Continued

In a particularly bloody strap match, Bruiser tries to gouge out Sheik's eye (left)! It takes two officials to pull Bruiser off his bleeding victim, who sinks to the mat (above).

mat, The Sheik threw himself right on top of him in perfect position for his deadly "Camel Clutch."

It looked like the end for Bruiser as Sheik applied more and more pressure, trying to bust Bruiser's neck and backbone. However, Bruiser had one hand on the bottom rope.

"Break it, Sheik! Break the hold!" the referee ordered.

"Break his skull!" Creatchman exclaimed in Arabic. "Don't let up. Cripple him!"

Following Creatchman's orders, The Sheik kept up his quest to bust Bruiser in two.

Well, you guessed it. The Sheik had to be torn off Bruiser and disqualified. That was the end of that match.

Another very short match took place about a week later, with The Sheik staying far away from Bruiser, obviously trying to kill time until the time limit expired. He got his wish.

Bruiser's wish came next.

"That last match was disgusting!" he bellowed. "Put us in a

(Continued on page 50)

Haystacks Calhoun traveled 3,000 miles to lose his best friend

PHOTOS BY THEO EHRET

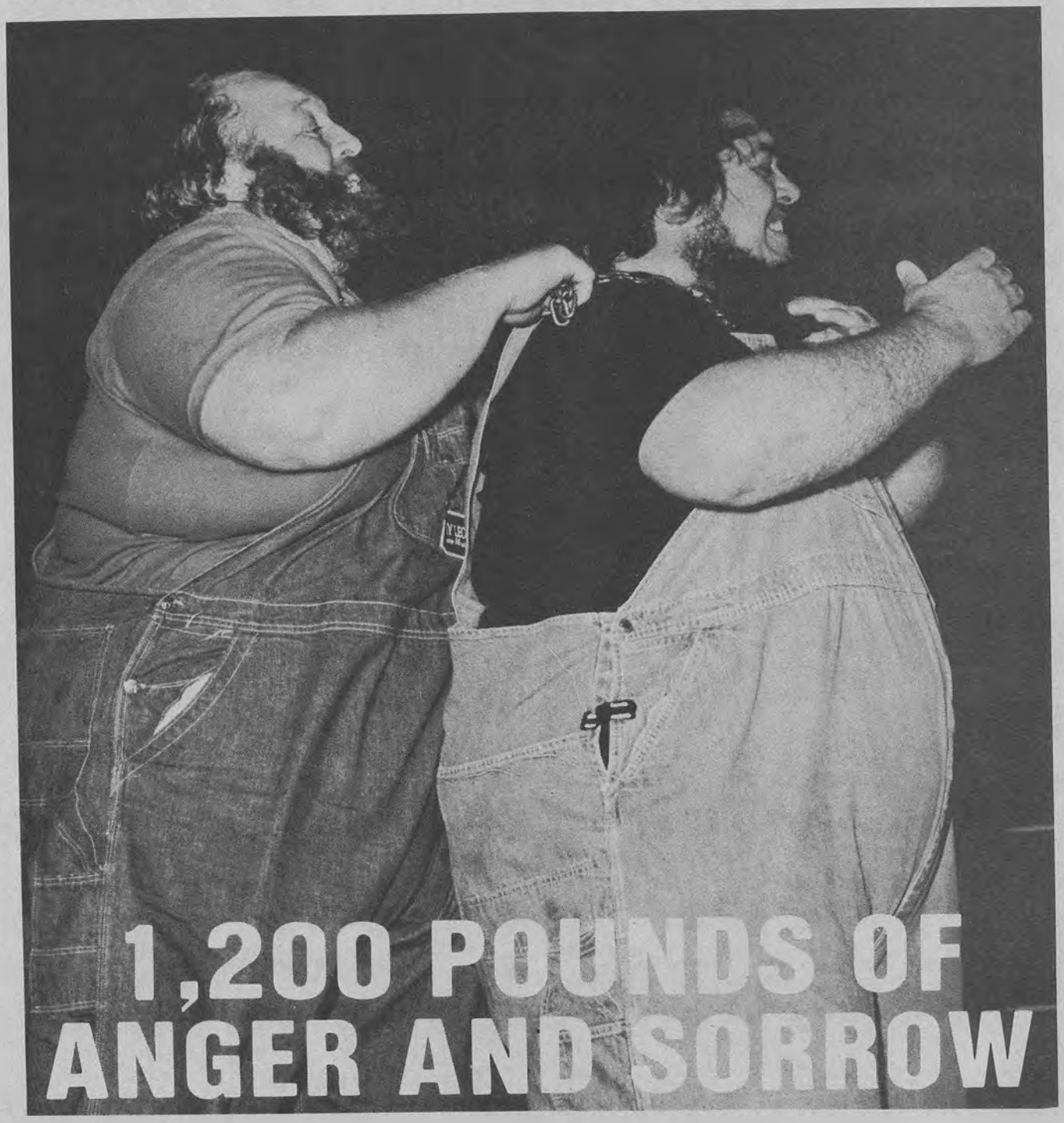
THE FIRST INFORMATION Haystacks Calhoun received about the startling change in Man Mountain Mike's tactics was from Victor Rivera. Haystacks had heard the rumors but has long ago learned not to believe everything he hears. However, he couldn't dismiss the eyewitness account from Victor.

"Once could be excused," Victor said softly. "Everyone loses his temper. But he regularly uses tactics that a scientific wrestler wouldn't consider using. And he explodes illegally for no reason at all. If I didn't see it, I wouldn't believe it. But I've wrestled the man and he's changed completely. At this point, I could almost believe some alien from outer space has taken over Mike's body. I just can't understand what happened to the man who used to be my friend."

Haystacks listened with solemn sorrow. His mind searched for some reason to explain this shocking situation.

"Has anyone asked Mike," Haystacks whispered, "why he's changed?"

"No one can talk to him," Victor replied sadly. "He ignores all messages from old friends. Trying to get



1,200 POUNDS OF ANGER AND SORROW

in contact with him, to talk things over, is just impossible. He is ignoring his former friends as completely as he's ignoring his former principles."

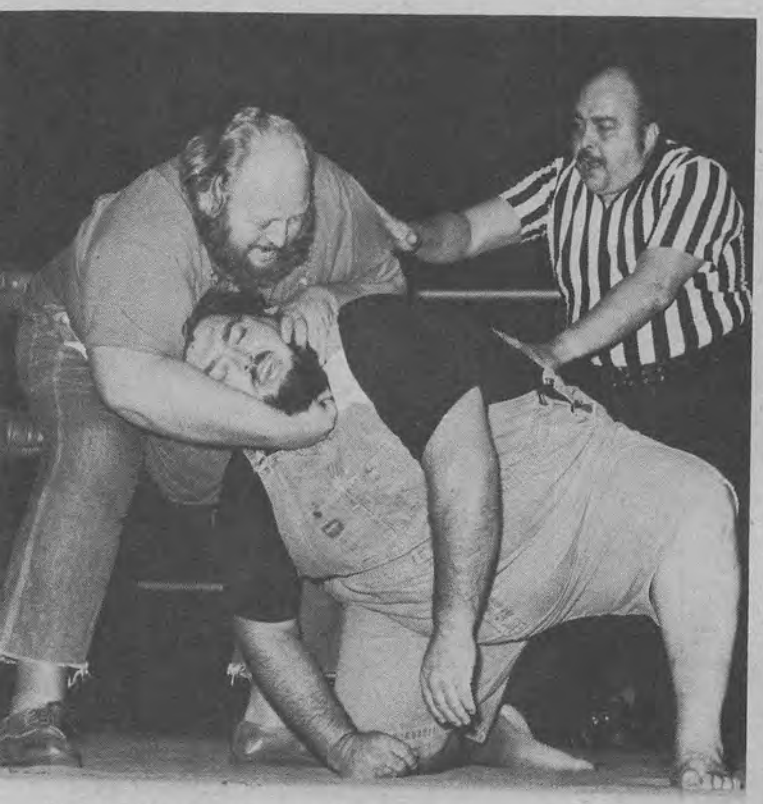
Haystacks heard one phrase which made his blood turn cold.

"What do you mean, 'former friends?'" Haystacks asked anxiously.

"You can't be friends," Victor declared, "with a man who'll split your head open at a moment's notice. Man Mountain Mike isn't the guy we used to know. I regard him with distaste now, as I do any other rulebreaker."

The words sent a chill through Calhoun. Victor's fearful expression told him the situation was much worse than he thought.

"You know," Haystacks murmured, "Mike and I have had a sort of bond because we're both



Left: The referee tries to pull the behemoth Man Mountain Mike off of Haystacks Calhoun, who is being tortured by Calhoun's own horseshoe. This kind of tactic from Mike came as a shocking surprise to his former friend, Haystacks. Right: Haystacks happily acknowledges the crowd's cheers.

Right: Mike continues his unscrupulous tactics through the entire battle, always trying to capture Haystacks in a chokehold. Below: Freed by the referee, agonized in both body and spirit, Calhoun crumples to the canvas. At this sad point, Haystacks knew he had lost a friend.

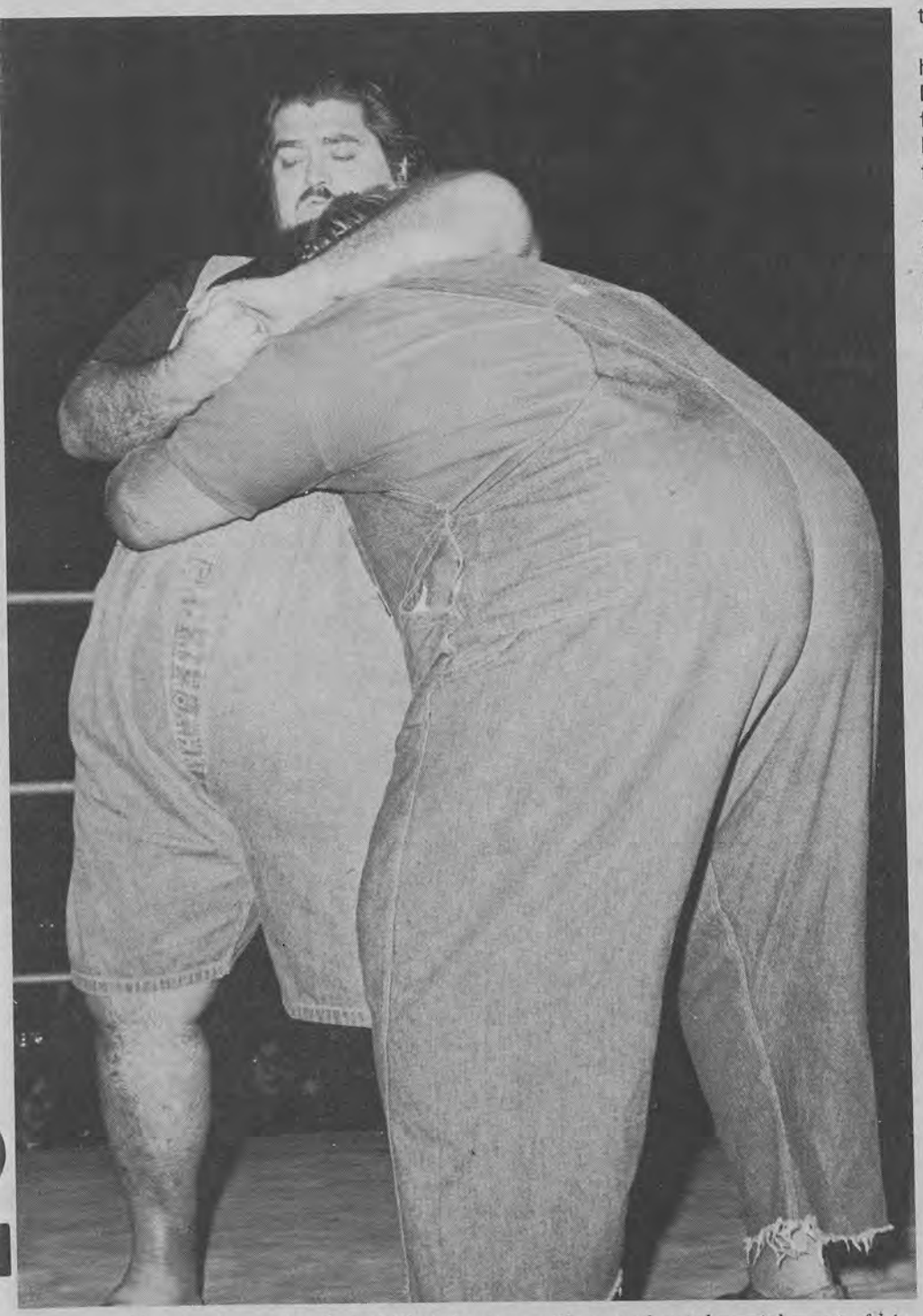
considered . . . odd. Naturally, we grew close, closer than most of the guys in this sport. I can't help feeling very sad."

Haystacks hurriedly went to the nearest phone. He had to hear Mike's side of the story. He waited anxiously while the phone rang, his foot tapping nervously. Finally, Mike answered the phone.

"This is Haystacks," Calhoun said.

"I'm not home," Mike answered and hung up.

It took Calhoun a full 20 seconds before the import of what happened struck him. He had never been treated so shabbily by a man he considered one of his best friends. When Haystacks finally reacted to the insult, his temper exploded! "Who the hell does he think he is?!" He screamed as he rumbled angrily through the dressing room. "I don't know what the hell's bothering him, but I'm sure going to find out!"



Haystacks responds to Mike's tactics with some brutal punishment of his own. Unable to control the ensuing chaos, the referee declares an expected double disqualification. As the match ended, the two former friends had become bitter enemies. Even so, right after the match, Haystacks returned East rather than ask for a rematch against Mike.

Within a week Haystacks Calhoun was on a jet to California. Determined to meet Mike face-to-face, Haystacks had sworn not to leave until satisfied as to the reason for Mike's change of style.

Once in California, the gargantuan athlete attempted time and time again to speak to Man Mountain Mike. Each time his efforts met with a cold rebuff. And with each insult Haystacks' anger grew.

Finally he could take it no longer. He contacted the local promoter and demanded a match.

"If I can't meet him one way," Calhoun reasoned, "I'll meet him any way I can!"

And meet him Haystacks did!

The changed, savage Man Mountain Mike snuck up behind his former friend before the match even began and choked Haystacks with his chain! Calhoun, more shocked than hurt, broke free and the match began in earnest.

More than half a ton of humanity was struggling in the ring that night. Mike used tactics which shocked Calhoun, though the fans had come to expect this kind of brutal exhibition.

As the match continued, the behemoths' battle grew uglier and more savage. The two gargantuans became more ruthless towards each other until finally the referee was forced to declare a double disqualification.

Mike angrily stalked back to the dressing room. Haystacks looked after him. The anger ebbed from him and all he could contemplate was the loss of a friend. Calhoun, his shoulders hunched in sorrow, slowly returned to his dressing room.

The next day Haystacks Calhoun returned to the East. Behind, he left a friendship which was dead. And he had to admit the friendship had been murdered by Man Mountain Mike. □

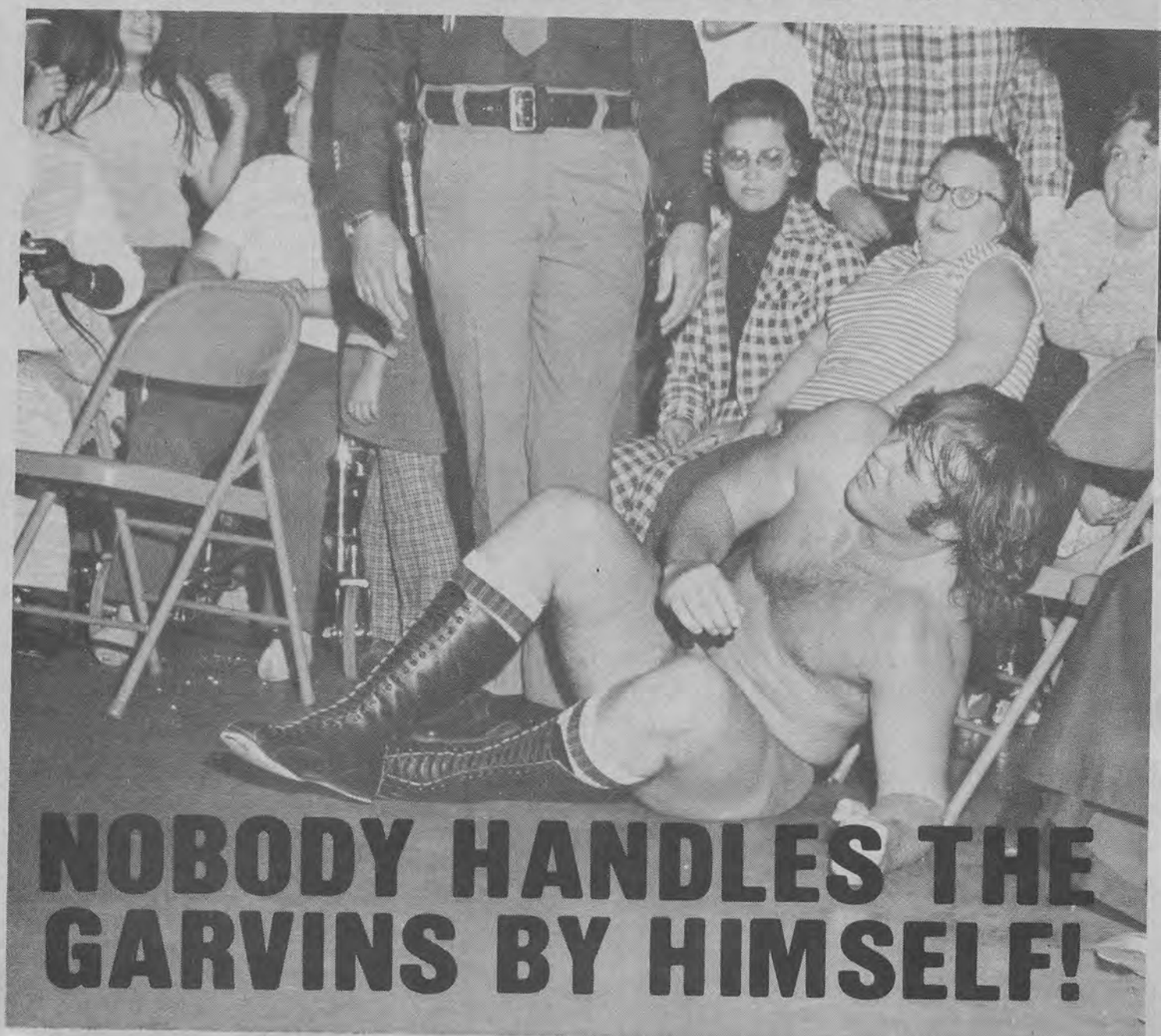
FOR A PROFESSIONAL wrestler, life is a series of risks. All the possibilities are examined. Then a course of action is taken.

As the wrestler gains more experience, he learns which risks to take and which will mean disaster. Of course, it takes a few disasters to learn what risks to take. What happened recently will hopefully be young Steve Keirn's last and worst disaster.

Steve was teamed with Danny Little Bear against the Garvins. Days before the match this inexperienced grappler made a momentous decision. It was a mistake many ambitious men make—attempting too much too soon!

"This is my big chance," Steve told friends, "and I've got to grab it. The Garvins are reknowned for being vicious wrestlers. If I can beat the both of them single-handedly, my reputation will spread throughout the nation. Hell, if I can conquer the Garvins, I'm right up

STEVE KEIRN'S TRAGIC LESSON:



NOBODY HANDLES THE GARVINS BY HIMSELF!

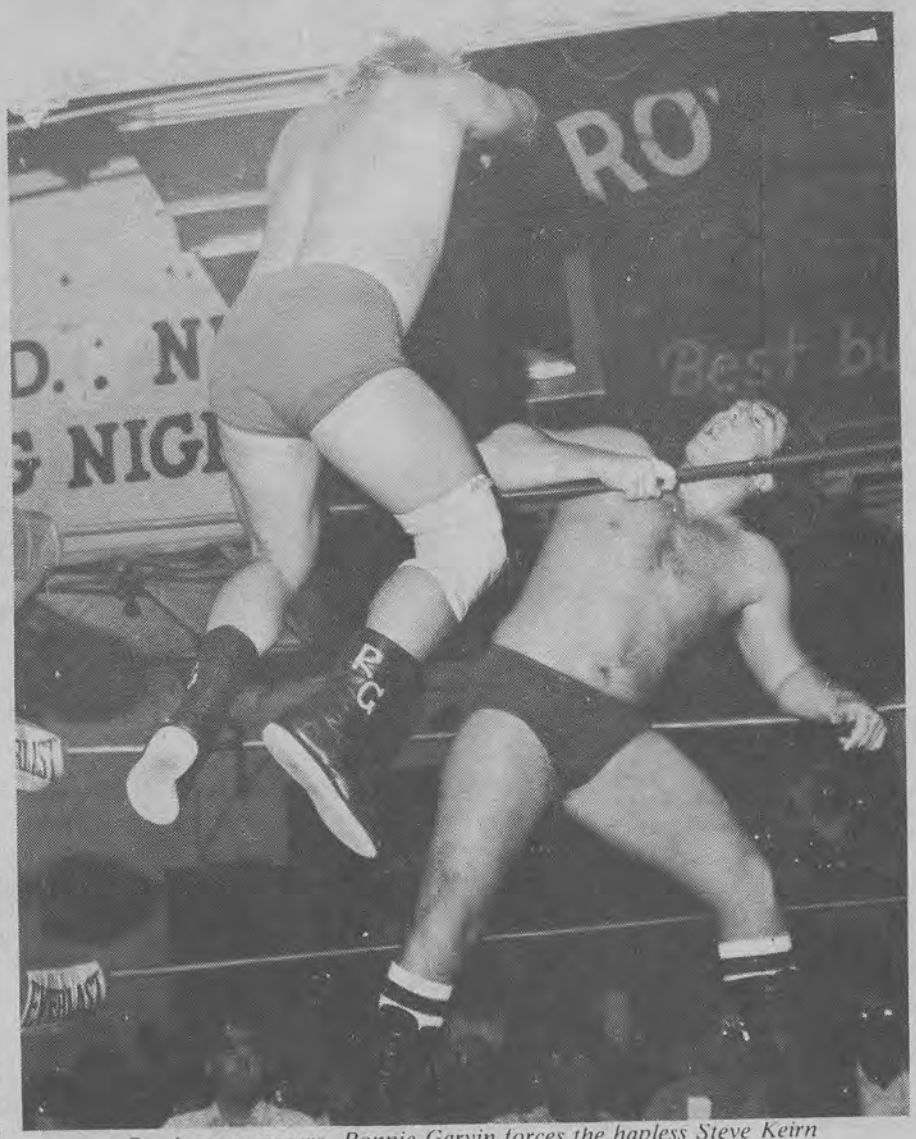
there at the top!"

"The Garvins are notorious," it was quickly pointed out, "because they've torn apart some of the greatest wrestlers. It's crazy to think you can take them yourself. You'll only get your head handed to you."

Others tried to convince Steve his career was going very well for a guy with his experience. All pleas fell on deaf ears. Keirn was determined to set the wrestling world on its ear with a victory over Terry and Ronnie Garvin.

Worried he might really get hurt by this wild scheme, Steve's friends contacted Danny Little Bear. They hoped Keirn's tag team partner could make the young grappler change his mind. When Danny heard of Steve's plan, the veteran mat star laughed knowingly.

"There isn't a great wrestler alive



Sensing a massacre, Ronnie Garvin forces the hapless Steve Keirn out of the ring (above). That's when Terrance goes to work on the young grappler, torturing him while he lies helpless on the canvas (below). At the beating's conclusion, Steve is bruised and battered on the cement floor, his body thrown into the metal chairs (left)!

Steve Keirn is a proud young man —who has painfully learned that pride goes before a fall

Photos By Gene Gordon

today," the Indian explained, "who hasn't done the same thing Steve is contemplating. Some of the unluckier ones still bear the scars of certain unwise encounters. Most are simply bruised for a couple of months.

"When you're young and ambitious it's very rare to also be cautious. Everyone goes through it. It seems my young friend is no exception."

Danny promised to take care of his partner as much as possible, but didn't give Steve's friends much hope.

"It's like learning to ride a bicycle," Little Bear declared, "because to learn you've got to expect to fall. Learning to be a professional wrestler means you're going to have to fall a few times. It happens to the best of us.

"And don't waste your time," Danny concluded, "trying to talk him out of it. You might as well talk to a brick wall. At least the wall won't try to explain why it's right!"

It was a nervous group of Steve's friends who filed into the arena that night. They would at least give Steve moral support for his ill-advised but courageous plan.

The Garvins, of course, knew nothing of this. They planned their strategy accordingly. They thought most of their trouble would come from Little Bear, casually dismissing Keirn because a man of such inexperience is beneath their notice. Their conceit would give Steve what few fine moments he had during the massacre.

Few fans understood Danny Little Bear's bemused smile as he accompanied Steve Keirn down the aisle toward the battlefield. Even Steve was confused, not knowing of the phone call his friends had made

Above left: Fans flee as Steve is thrown into their midst! Above: Terry Garvin sends Steve crashing to the canvas. Below: Steve's finest moment of the match is bodyslamming Terry.

to his partner. Not knowing how Little Bear would take it, the young grappler had not informed his partner about the master plan.

If one was looking for it, Steve betrayed his nervousness with clenched fists and a set jaw. But his eyes were sparkling, revealing competitive excitement and the special tension which courses through all great wrestlers.

But this is not the age of miracles and none occurred that night. Because they'd underestimated Steve, Terry and Ronnie had a pretty rough few minutes. Whatever else happened that evening, Keirn will always be able to point to a great bodyslam which had Terry hurt for a while.

Unfortunately, an injured Terry meant that Ronnie got into the action, untagged but unstoppable. Fists flying, he leaped at his young opponent and beat him savagely. Danny Little Bear tried to help, but the referee held the Indian back. His eyes wide with horror, Danny could only watch and beg Steve to tag him.

Dreams die hard and Keirn wouldn't surrender this one so early. Bravely, he remained in the battle, hopelessly outclassed. The Garvins went to work on the youngster with a ruthless savagery.

When they had beaten Steve almost senseless, Terry hurled Steve over the ropes and into the lap of a startled fan. By this time Steve could barely move. The match came to a merciful conclusion.

Keirn's friends entered the dressing room as if they were attending a wake. The young wrestler lay on the training table while the arena doctor checked him over. At his side, Danny Little Bear stood by silently.

When Steve saw his friends he smiled and said softly, "Let me save you some time. At least let *me* say it. You told me so."

After everyone had stopped laughing, Danny said, "It's something we all go through, Steve. You gambled and lost. But you can laugh at it, which means you can take it in stride. That's what's really important."

"Yeah," Steve concluded, "but it still hurts when I laugh!" □

PART II

Diary Of... THE DIRTIEST MATCHES EVER!

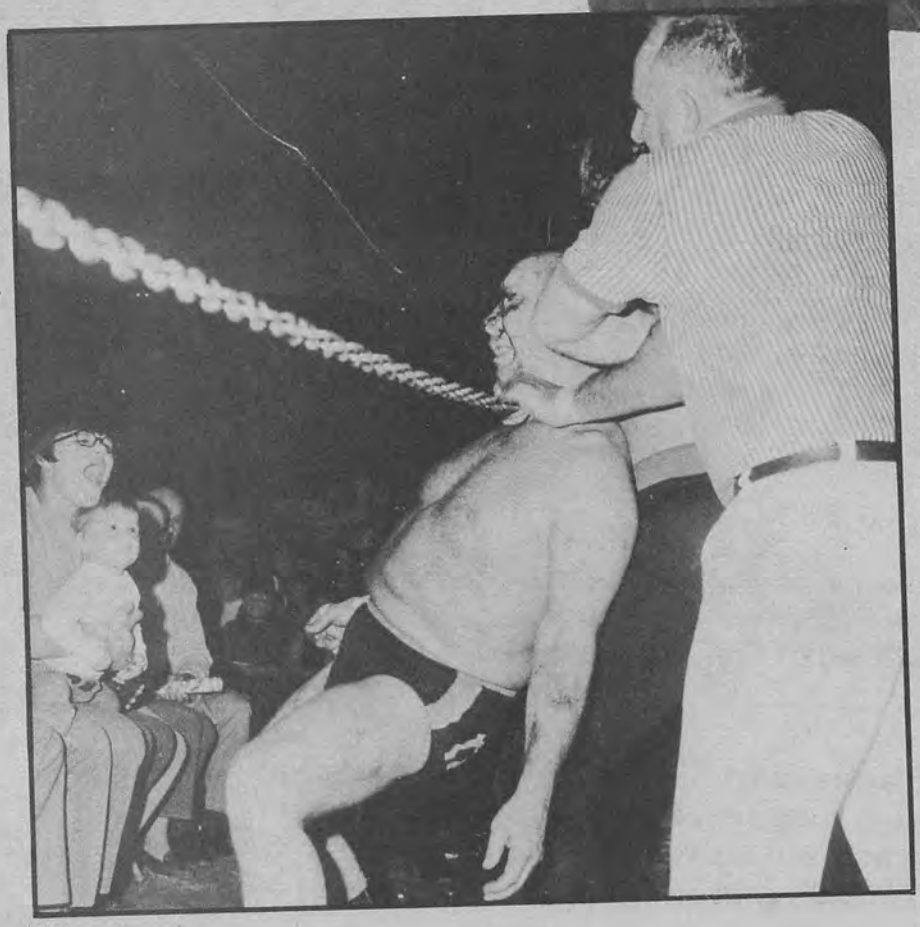
You'd need an encyclopedia to list all the dirty matches that've taken place in wrestling history. But in answer to your requests we've picked out 10 that we think are among the all-time dirty matches and we've compiled them into this special section. See if you agree

Continued

DORY FUNK SR. VS. CYCLONE NEGRO

FEBRUARY, 1972 AMARILLO, TEXAS

Using a chain encircling the ring, Cyclone Negro chokes Dory Funk and tears the skin around Dory's neck (above and below). A bloodied and weakened Funk lies against the wall as Negro stomps on his body (right). Cyclone also took his share of pain and punishment. Stretchers were needed for both men after the bout.



THIS MATCH WILL decide "The King of the Texas Death Matches" and the winner must knock the loser senseless for an entire minute!

They're trading fall for fall. Both men are bloody from the first few minutes of action. However, they're both going strong.

As the match progresses, the men seem to be weakening. After an hour of action, both men are wobbling, but still continuing. It's the bloodiest, longest, most brutal Texas Death Match ever seen!

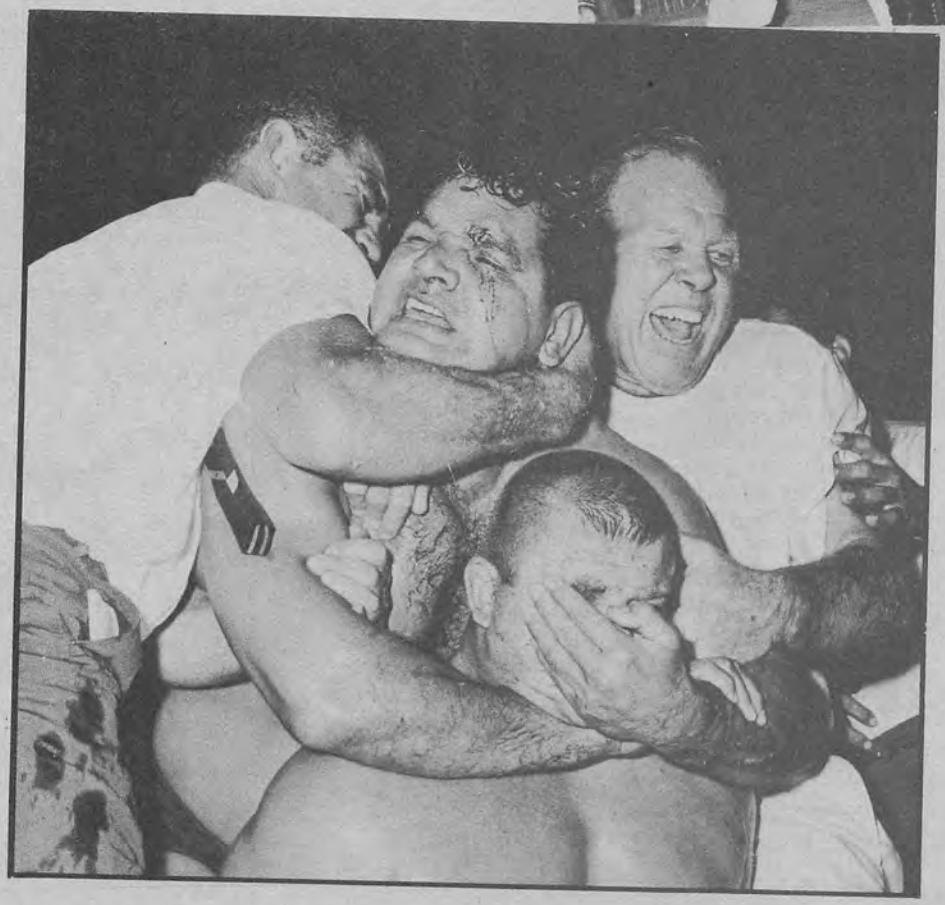
After an hour-and-a-half, the superior conditioning of Dory Sr. seems to be the deciding factor. Though there's not much snap in his punches, it doesn't take much to batter Negro around. It's been a brawl, a war, for the past half hour and its effects are telling.

Finally, after 27 falls, Negro collapses unconscious to the mat. Dory has hand raised in victory, and he, too, falls unconscious. Stretchers are brought out for both men in what must be the longest, if not dirtiest match in history!

BRUISER VS. RAMON TORRES

NOVEMBER, 1964 SAN ANTONIO, TEXAS

Ramon Torres tries to get back through the ropes but Bruiser has other ideas. First Bruiser gouges at Ramon's eyes and tears away skin (above). Stunned, Ramon is easily trapped between the ropes, his head an easy target for Bruiser to kick (right). Bruiser is disqualified for his vicious tactics and dragged away—but that's not enough for Ramon, who is determined to give Bruiser some of his own medicine. It takes a crew of men to drag Ramon off his tormentor (below).



THE MATCH BETWEEN Ramon Torres and Bruiser started out routinely enough but has just exploded as Bruiser hurls Torres over the ropes! However, Torres is unhurt and the match continues as if nothing happened.

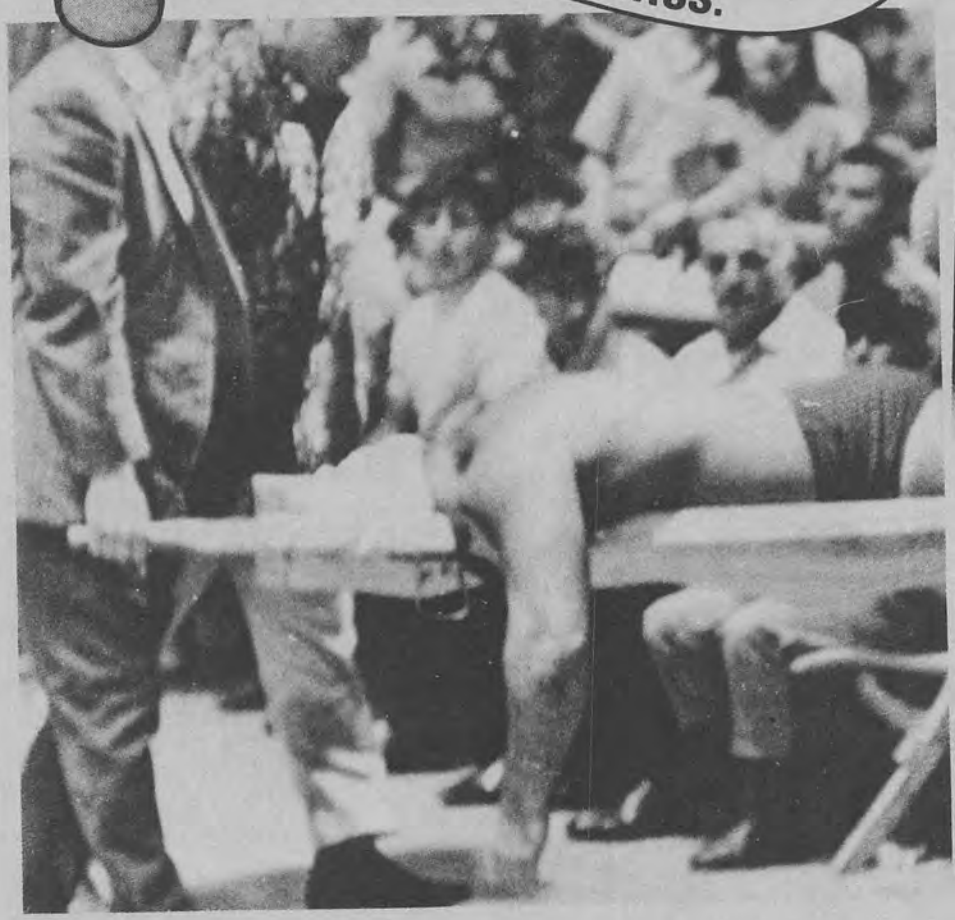
Torres tries to climb through the ropes but is attacked by Bruiser on the ring apron. Bruiser grabs Ramon's head and starts gouging at his eyes. Bruiser has trapped Ramon's head in the ropes and starts kicking at Ramon's head. Torres' head snaps back and forth like the ball in a handball match!

The referee has disqualified Bruiser and drags him away from the battered young man. But Torres frees himself and is going after Bruiser! He grabs his tormentor from behind and is scraping his nails along Bruiser's forehead.

The referee and other officials try to drag Torres off Bruiser and they eventually succeed. But Ramon has had his revenge for the pain he suffered.

SIX-MAN TAG TEAM MATCH

JUNE, 1968 BOSTON, MASS.



Gorilla Monsoon attacks Bruno Sammartino with a chair, making Bruno bleed badly (above). His tag team partners save Bruno from being permanently injured but not before Bruno is hurt so badly he must be carried from the arena on a stretcher, his head swathed in towels (left). Monsoon, Tanaka, and Butcher believe Bruno is taken care of.

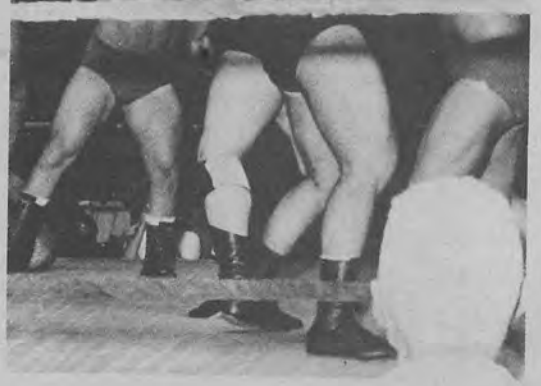
MORE WRESTLING TALENT than one would think could fit into an arena is present in the match that pits Bruno Sammartino, Ed Carpentier, and Victor Rivera against Gorilla Monsoon, Toru Tanaka, and the Kentucky Butcher.

Gorilla Monsoon and Bruno Sammartino start the action. Gorilla decides he needs some help and takes a chair into the ring with him. Bruno tries to ward off the blows but can't. The chair finds its target over and over again. Bruno is soaking in his own blood.

Rivera and Carpentier try to help Bruno and manage to hold Monsoon off long enough for doctors to swath Bruno's head in bandages and carry him to the dressing room.

Right: With only crude and temporary bandages, Bruno joins his tag team partners, Edouard Carpentier and Victor Rivera, to make the sides even and turn it into a rout for his team! After the match, Bruno had face and scalp stitches.

In the meantime, it's become a brawl with Rivera and Carpentier valiantly trying to ward off the three animals who are savagely attacking them. It looks hopeless. But Bruno, still in bandages, is charging back into the ring! Now it's even and those are odds that Monsoon, Tanaka, and the Kentucky Butcher don't want. Beaten, they flee to their dressing rooms.



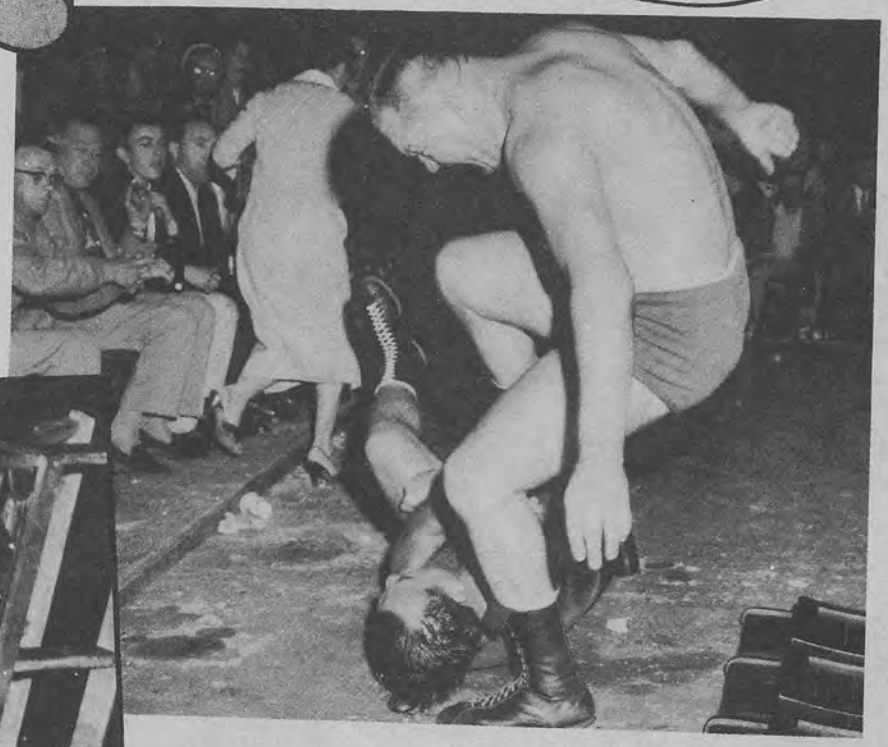
WHIPPER WATSON VS. GENE KINISKI

NOVEMBER, 1960 TORONTO, ONTARIO

WHIPPER WATSON IS waiting in his corner for the appearance of Gene Kiniski. The wait is over as Kiniski can be seen walking towards the field of battle. Kiniski has stopped by the press table and is grabbing a set of chairs. He's entering the ring with the chairs and he's going after Watson.

He's savagely swinging the oak chairs and connecting with brutal accuracy on Watson's body and face! Watson is helpless.

Whipper has done the only thing possible he's trying to get back to the dressing room. But Kiniski is after him and a hard smash with a chair sends Whipper to the concrete. Kiniski isn't through, though. He is next to the fallen Watson and kicking him mercilessly. The special police are here and dragging Kiniski off. Watson is lying on the concrete, his nose broken and his teeth are horribly protruding from his lips!

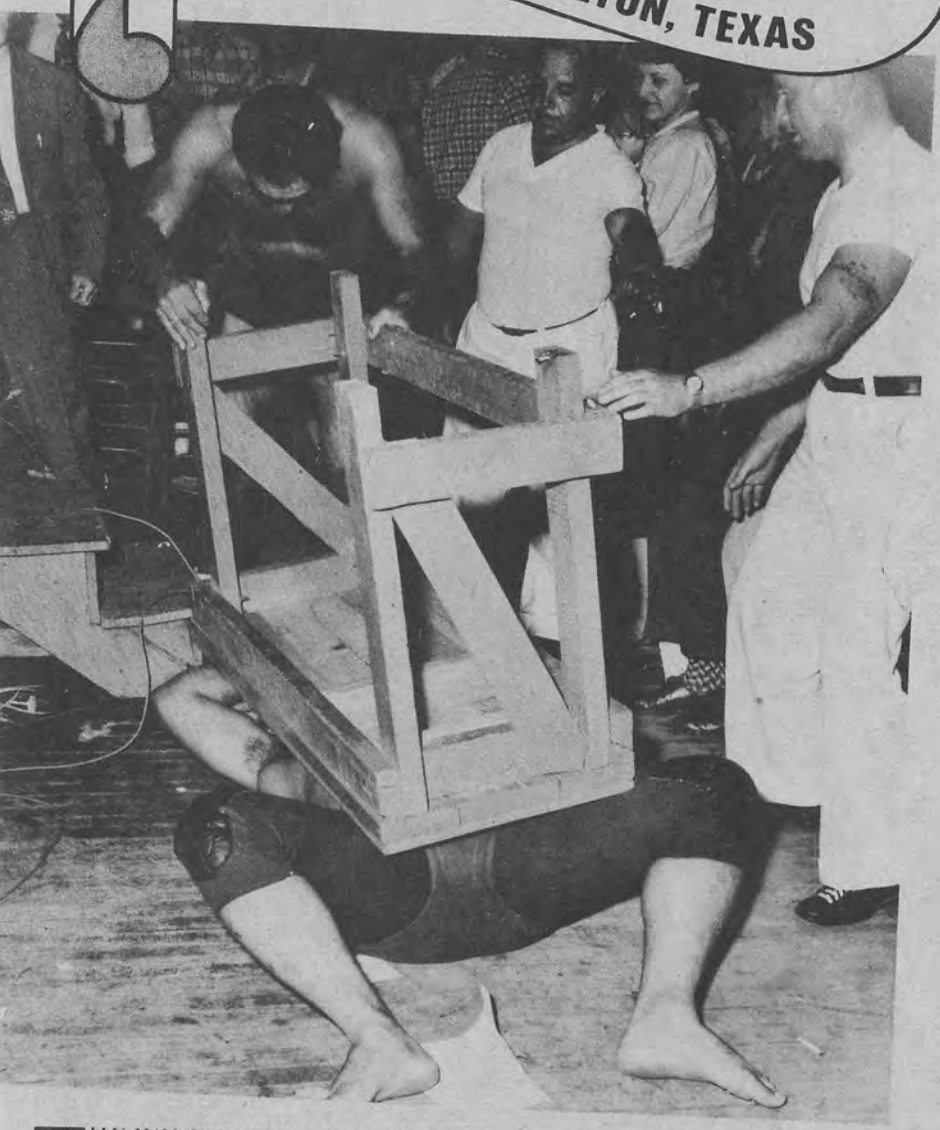


Above: Gene Kiniski lashes his foot into Whipper Watson's face and skull, grinding Whipper's head into the concrete. Kiniski had to be dragged away before the torture was stopped. Below: Kiniski is after Watson, brandishing a brace of ring chairs.

Above: Kiniski rolls on his back so the chairs will smash flush into Watson's entire body. Watson sails across the ring and Kiniski goes after him, still armed with the chairs. Not having a chance, all Whipper can do is try to flee before taking too much cruel punishment.

WILD BULL CURRY VS. TOSH TOGO

NOVEMBER, 1958 ANGLETON, TEXAS



Tosh Togo is battered senseless when Bull Curry smashes a press table on top of him (left). A chair becomes a weapon when it is used by Curry to slam into the referee's head (below). To hold off the crowd after him, he grabs a garbage can (above).

THE WILD LOOK in Bull Curry's eyes means trouble for Tosh Togo. But Togo opens the match with a karate kick to Curry's neck. Curry is sent sprawling.

Bull is outraged. He jumps through the ropes and grabs a chair. Swinging the chair wildly, he goes after Togo. He connects and Tosh is badly hurt. Curry keeps swinging. Tosh is desperately trying to crawl through the ropes.

Tosh is out, but he is further injured by the fall. Curry takes full advantage of the situation. He grabs the press table and smashes it down on Tosh's body! All that can be seen are the man's legs, jerking in agony.

The referee tries to pull Curry off but he only diverts the wildman's attention. Curry grabs his chair. He's going after the referee!!!

Soon, the referee is in the same condition as Togo.

The fans are outraged. Afraid of being lynched, Curry is running away. But he grabs a garbage can to ward off his burly pursuers before hiding in the sanctuary of the dressing room.

BOBBY HEENAN VS. BILLY RED CLOUD

MAY 1972, DETROIT, MICHIGAN

Left: Bobby Heenan is examined and treated by the arena's physician after his savage chain match with Chief Red Cloud. He will receive 14 stitches and has to spend four days in the hospital due to cuts.

FEW MEN ARE as experienced or dangerous in a chain match as Chief Red Cloud and Bobby Heenan. They are masters of using the chain as a weapon, knowing all its deadly uses.

At the bell the two men struggle for control of the chain. Heenan strikes first, wrapping the chain around his fists like brass knuckles. The two loaded fists smash into Red Cloud's face with brutal accuracy. The Chief's face has become a mass of swelling and blood.

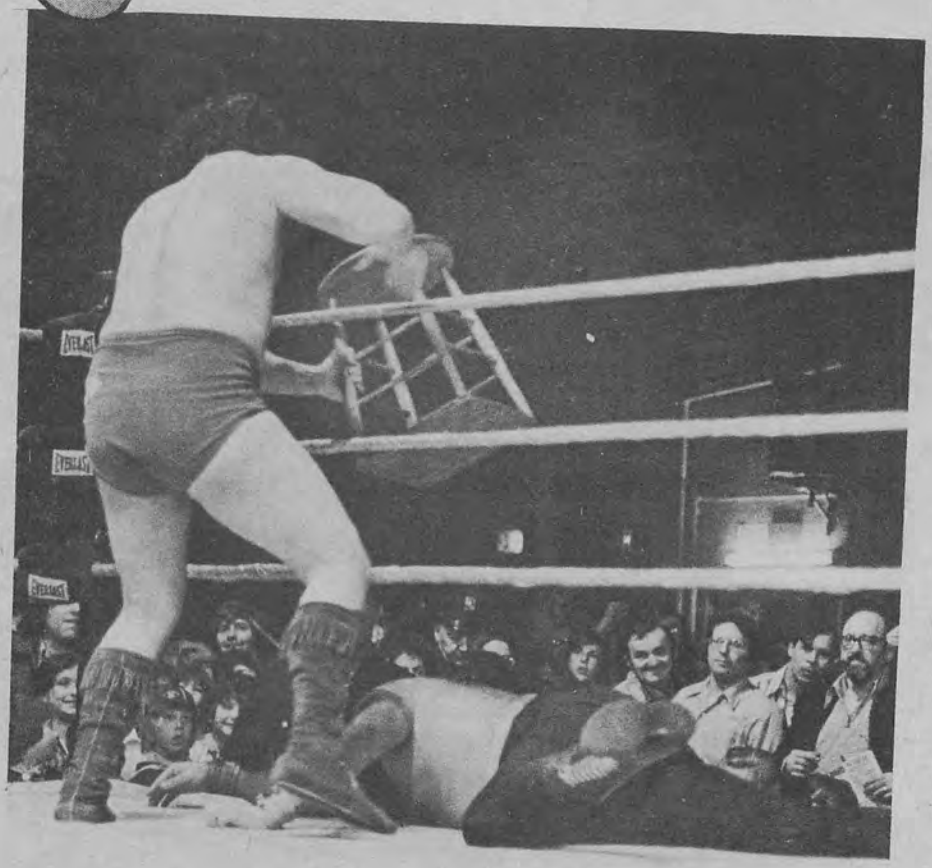
But Red Cloud is far from finished. He doubles up the chain and is using it as a whip. The chain slashes through the air, crackling against Heenan's skull. Red Cloud repeats the beating many times, causing deep welts all over Heenan's body. And blood is pouring from the wounds!

Heenan is being beaten almost senseless! The referee stops the match and removes the chains. However, Red Cloud isn't through! He continues to whip Heenan with the chain. Terrified, Bobby crawls through ropes and scurries back to the dressing room.

Heenan can't flee the slashing chain as Red Cloud wreaks revenge for the torture he suffered at Bobby's hands (above). The match is mercifully halted and Heenan is given a T-shirt to absorb the blood. Red Cloud is far from finished and has Heenan cowering in a corner (right). Red Cloud continues to slash at Bobby, eventually tearing the shirt and making even more welts.

CHIEF JAY STRONGBOW VS. KING CURTIS

FEBRUARY, 1972 NEW YORK, N.Y.



King Curtis brandishes his plastic knife, preparing to put it into Chief Jay Strongbow's skull (above)! Curtis has to change his plans when Strongbow wards off blows to the face.

CHIEF JAY STRONGBOW and King Curtis leave their respective corners. They are looking to kill each other. Their hatried is no secret.

Strongbow takes the early advantage. He's a magnificent wrestler and his skill and cunning are being used to good advantage against Curtis.

Curtis isn't happy with the way things are going. He's reaching into his trunks and pulling out . . . a plastic knife!

Strongbow is adopting a defensive position to protect his face, but Curtis crosses him up and slashes the weapon deep into his stomach. Strongbow is doubled over in pain!

Curtis tries another stab but Strongbow is ready. He grabs Curtis' hand and the two wrestle for the knife. Strongbow has it and Curtis tries to escape. But not before the Chief manages a few good stabs!

Curtis runs to a corner with Strongbow in hot pursuit. The Chief picks up a stool and crashes it down on the terrified Curtis! The Chief repeats the beating over and over! Finally, Curtis manages to flee to his dressing room.

Strongbow slams a ring stool over and over onto Curtis' back before King can roll away and flee to the dressing room (above). The first stab with the plastic knife is a shot to Strongbow's solar plexus (left). Curtis' smile is soon to change and become a look of terror as the Chief wrests the knife away from him.

DANGEROUS DANNY McSHANE VS. TOKYO JOE

JULY, 1965 HOUSTON, TEXAS

DANNY McSHANE AND Tokyo Joe are coming at each other like enraged bulls. The fans aren't sure whether they're seeing a wrestling match, a boxing match, or a brawl!

The two are trading blows with a vengeance. McShane seems to be landing with more regularity now and Tokyo Joe is in trouble!

McShane has Joe in a headlock but the brutal punches continue. McShane is holding his helpless opponent up so he can continue the beating.

The referee tries to break up the battle but McShane is having none of that! Though Danny is bleeding badly himself, he wants this to continue. The referee is becoming insistent. McShane turns, and now he's punching the referee! The referee is getting an awful beating and he's bleeding badly!

Tokyo Joe is coming to the referee's aid! Also, officials and special police are pulling McShane off his victim. They have to beat Danny into submission!

Danny finally has been subdued and is being brought back to the dressing room where a doctor can care for his wounds.

Above: Danny McShane holds Tokyo Joe in a headlock as he smashes his first into Joe's face with cruel regularity. It is almost the end of the bloody match but much more blood will flow before the bout will end.

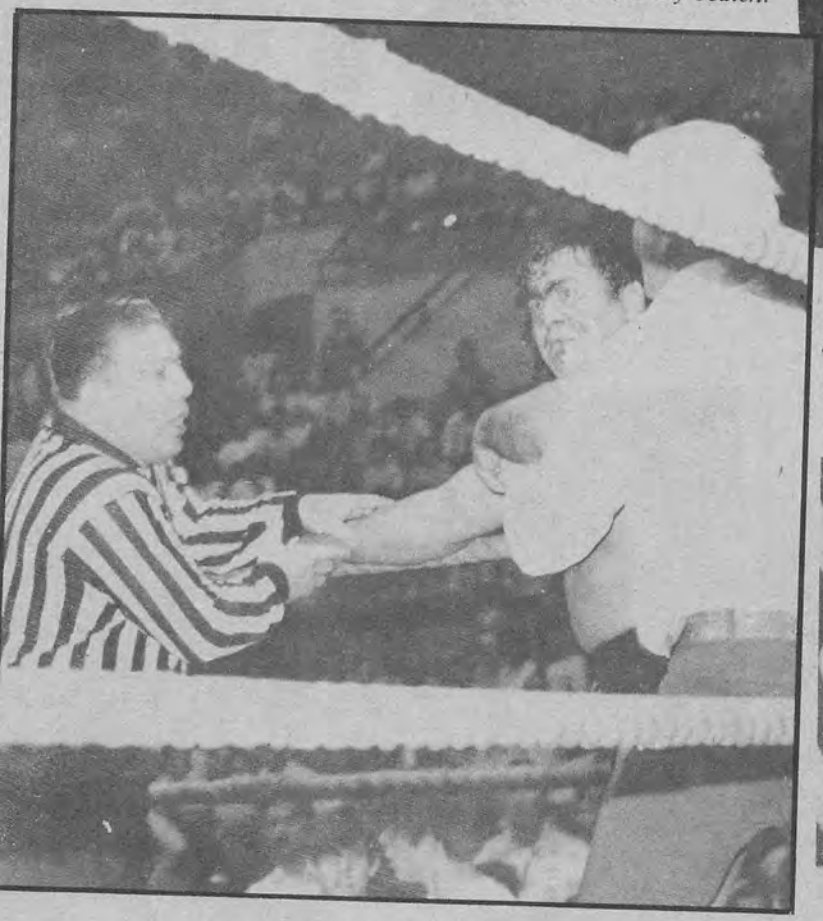
An enraged McShane goes after the referee when the official tries to stop Danny from killing Tokyo Joe (right). Now Joe has to try and save the referee's hide. It took Joe and the special police to save the referee. Danny is driven back to the dressing room and receives needed medical attention (above).

WAHOO McDANIEL VS. DUSTY RHODES

AUGUST, 1972 MINNEAPOLIS, MINN.

A badly bleeding Wahoo McDaniel tries to desperately grab Dusty Rhodes and pull him out of the ring. Dusty continues to hit Wahoo with his loaded elbow pad making Wahoo bleed even more.

An enraged Wahoo has to be pulled off of Dusty before the avenging Indian killed his opponent (below). It took two men to hold McDaniel back as Dusty lay unconscious on the canvas, badly beaten.



Dusty Rhodes' loaded elbow pad is no help to him now as Wahoo McDaniel shows him that an unloaded hand can be brutally effective when it's used to deliver a tomahawk chop (below). Dusty is battered to the canvas by Wahoo as both men are forced to peer through a veil of their own blood. Wahoo keeps chopping even after Dusty is down.

DUSTY RHODES AND Wahoo McDaniel are warily eyeing each other. Neither wants to rush into anything that could prove disastrous.

Slowly they approach each other. They're locked. But Rhodes smashes his elbow into Wahoo's face. McDaniel's face looks like it has been hit by a tractor. Rhodes' elbow pad is loaded with something!

Rhodes keeps smashing with the loaded pad and McDaniel is sent reeling. Dusty continues the punishment until McDaniel stumbles through the ropes. Dusty tries to slide down in pursuit.

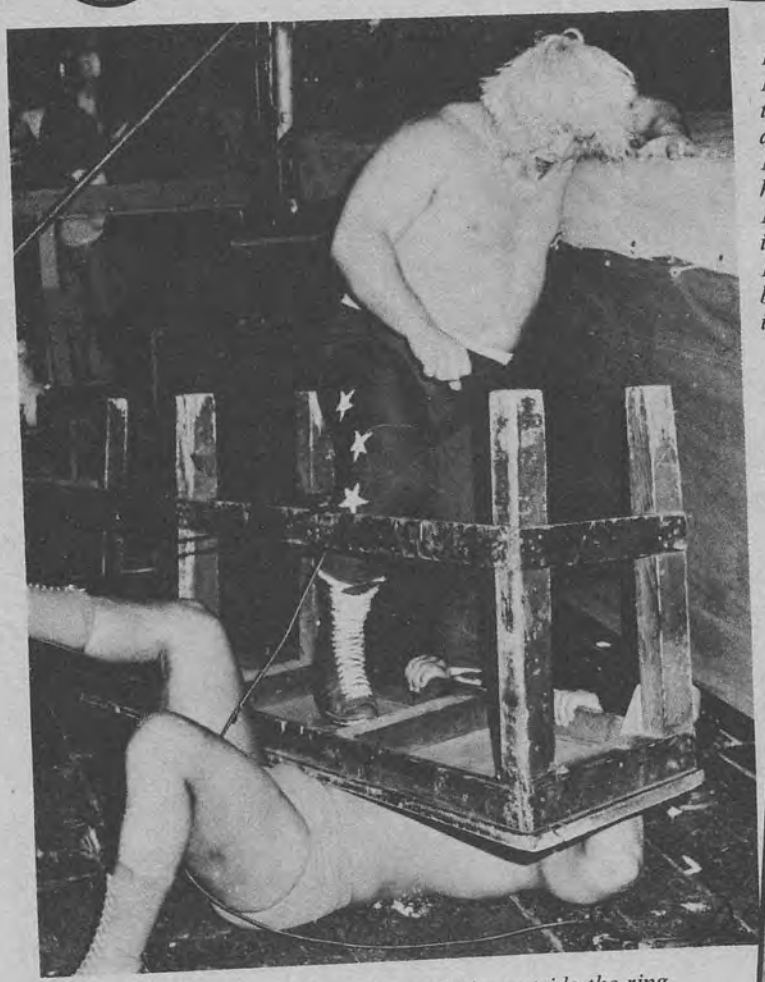
Wahoo, as Dusty comes down the ring apron, grabs his antagonist's legs. Dusty tries another elbow smash but the ropes are in his way. It's just the chance Wahoo needs.

Wahoo pulls Dusty down and slams him hard into the concrete floor. Now the blood is also covering Dusty's face. Wahoo grabs Rhodes' head and is smashing it time after time into the concrete floor!

Both wrestlers make it back into the ring before the referee can count them out, but Rhodes is wondering why he bothered. The outraged McDaniel tomahawk chops Dusty until the man sinks unconscious to the mat. Wahoo is ready to continue the torture but the referee and a ring official drag him away from the fallen Dusty Rhodes.

MOONDOG MAYNE VS. PEDRO MORALES

MARCH, 1973 BOSTON, MASS.



Right: Moondog Mayne reaches through the rope and grabs Pedro Morales by the hair and smashes Morales' head into the ring. Moondog attacks before the match is even begun.

Moondog continues his activities outside the ring by slamming the press table down on top of Pedro and then he stomps on the table, crushing Morales (above). After he escapes, Morales attacks Mayne with a chair (right). Moondog is forced to flee.

MOONDOG MAYNE IS waiting for Pedro Morales to enter the arena. The crowd is cheering wildly as Pedro walks down the aisle. But before he can climb through the ropes, Mayne attacks him.

Moondog grabs Pedro's hair and repeatedly smashes Pedro's head into the ring apron. Ten, 15 smashes and Pedro sinks to the floor. But Moondog isn't finished.

He jumps over the ropes and grabs the press table. Holding it high over his head, he slams it down on top of the body of Morales. Then he stomps on it as hard as he can!

His instincts for survival overcoming any other consideration, Pedro lifts the table off his body and sends Moondog stumbling backward. That's all that Morales needs to see.

Pedro grabs a chair and is on the offensive. He pounds the chair at Mayne with a brutal vengeance. Mayne, battered and terrified, flees to the dressing room. □

Before 22,094 Stunned Fans... SUPERSTAR GRAHAM DESTROYS BRUNO SAMMARTINO

The match between Bruno Sammartino and Billy Graham proved to be an astonishing battle between two magnificent titans. However, this awesome brawl turned into a controversial diaster!

PHOTOS BY BILL APTER

NO OLYMPIAN GOD ever appeared so awesome as when Billy "Superstar" Graham stood alone within the four ropes. Sweat glistened upon his fabled body as he stood tall and proud. His body was still poised for combat, although his opponent lay outside the ring.

Feeling the concrete floor on his back was Bruno Sammartino, the WWWF champion. It was difficult for this mat legend to rise to his feet; the fall through the ropes had been painful. Agony saturated his body. Yet, with the same courage which has made him a hero all over the world, Bruno struggled back.

Suddenly, it was no longer necessary for the champion to strain his aching form. The glare of murder on Graham's face became a look of conquest. The referee had counted Bruno out. Billy "Superstar" Graham had defeated the WWWF champion.

"My belt!" Graham screamed. "Give me my belt! I AM THE CHAMPION!"

Billy strutted around the ring, waiting for the elaborate symbol of WWWF superiority to be given him. It was the greatest moment in Graham's career. However, it would soon turn into the greatest disappointment of his career.

"Sammartino was disqualified," referee Dick Kroll declared. "The belt doesn't change hands on a count out. He's still the champ."

Graham was enraged. So were his many fans. The thousands who had come to cheer Bruno had been enraged since Sammartino had been counted out. The champion had been given only 10 seconds to return. The rules clearly state Sammartino should have been given 20 seconds before being counted out. Everyone was angry.

It seems a shame such an extraordinary battle had to come to this sorry conclusion. The two men, justifiably proud of their power, engaged in awesome tests of strength. There was even a battle of the bearhugs, a spectacle never to be forgotten.

The two men stood in the middle of the ring. Their huge arms wrapped around each other's bodies. Muscles bulged and veins stood out of their foreheads. Sweat burst in beads upon their skin and dripped from limbs and torso.

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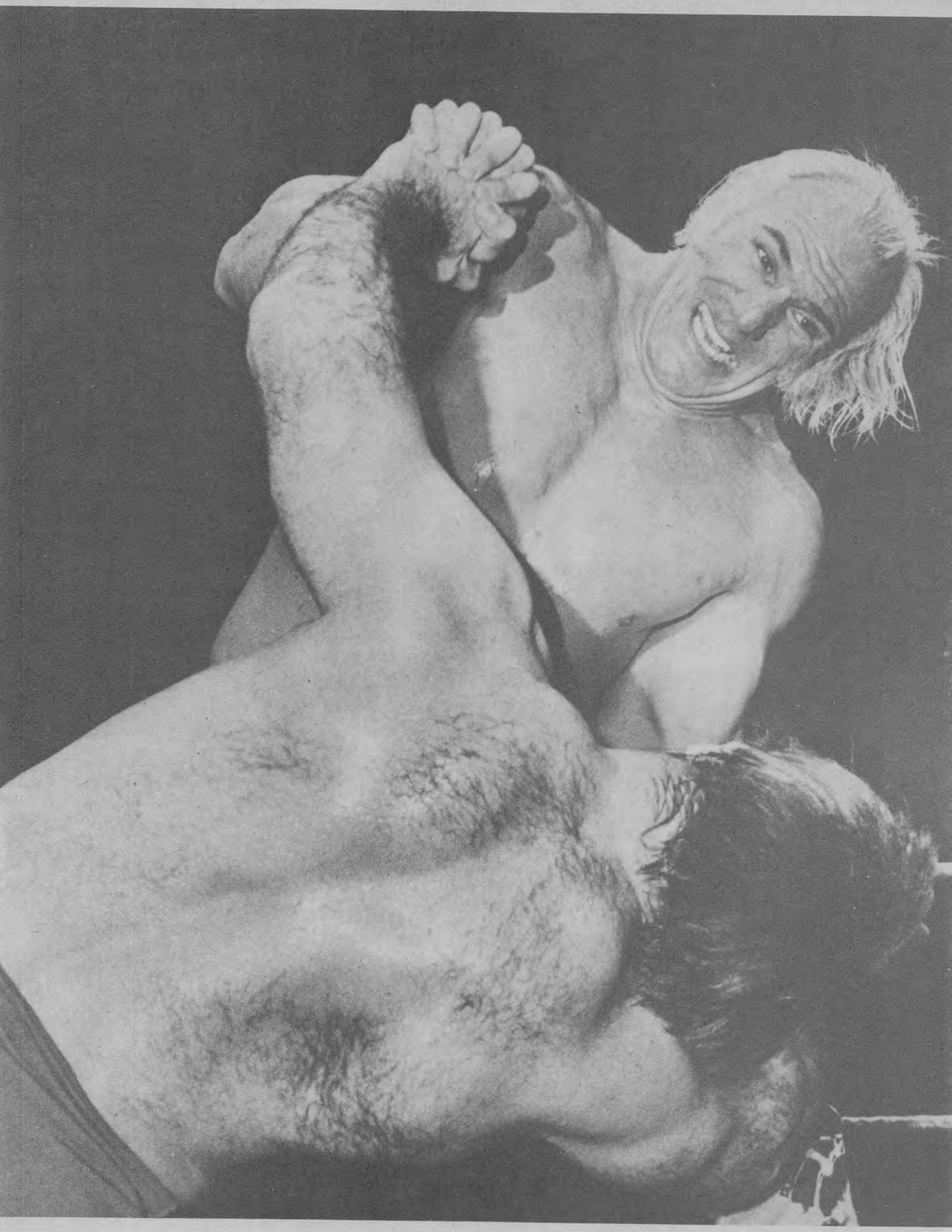
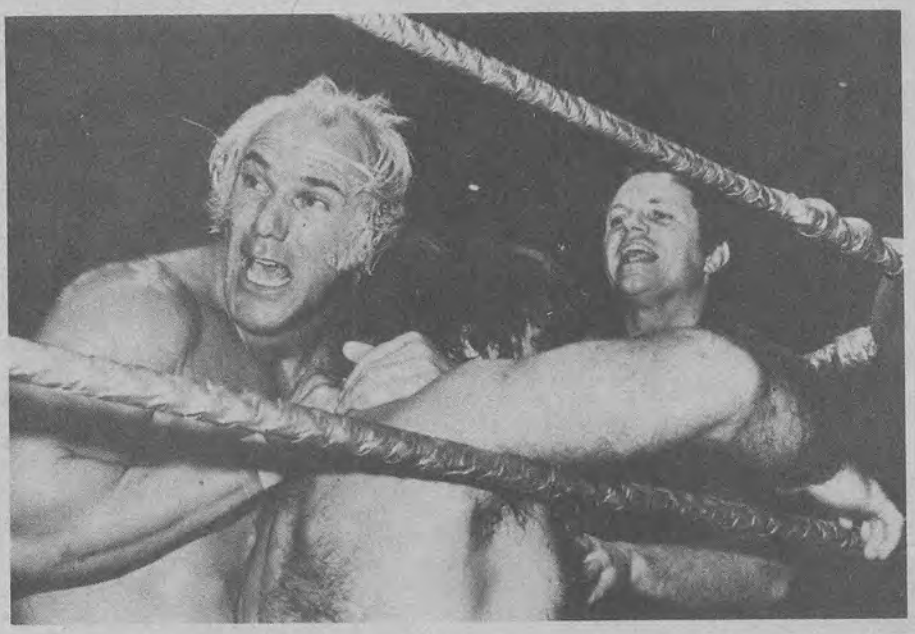




The two men seemed frozen in this position, pride and power being put to the ultimate test. Then, Sammartino's arms began to tremble. Desperation replaced determination upon his face. Though his brain demanded his hands remain locked, his body could not obey. A grunt of defeat escaped his lips as his grasp broke and Graham hoisted him into the air.

Elated, Graham believed he could win the match and title at that very moment. But he underestimated how much strength he had lost from this confronation. Bruno was able to escape with an elbow smash.

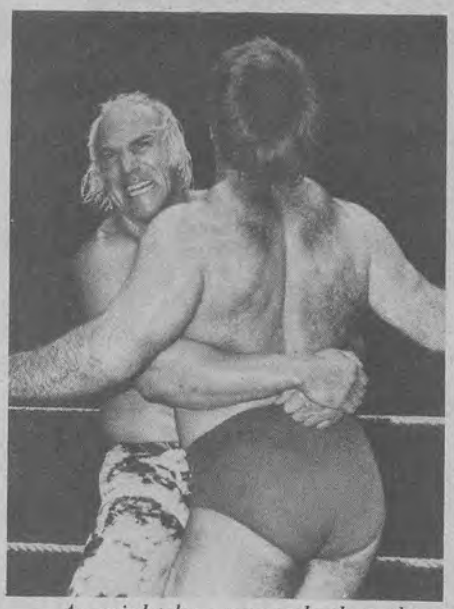
The brawl continued, a battle of titans. Finally, with both men aching and approaching exhaustion, they started to run the ropes. Back and forth, back and forth, they sought the moment when they could destroy their foe. Finally, the two men collided. Sammartino fell through the ropes. Soon, the match would be over and the controversy begun.

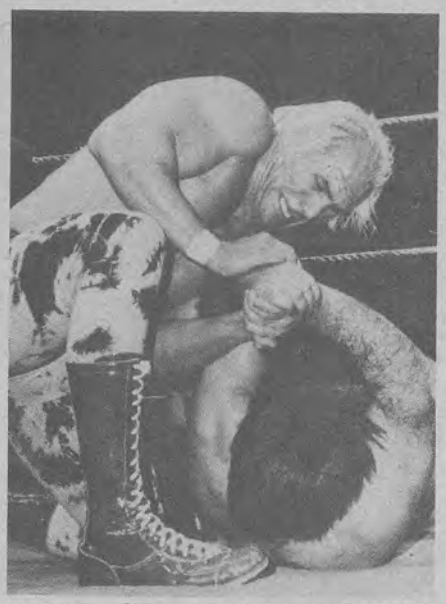
The next day, wrestling announcer Vince McMahon Jr. attempted to clear the muddy waters.

"The WWWF," he declared, "has ruled referee Dick Kroll made an error in giving Sammartino 10 instead of 20 seconds to return. Therefore, a rematch has been signed.

"We'd like to stress Dick Kroll is an excellent referee. Everyone is allowed to make mistakes. His years of excellent service should not be forgotten because of one error in judgement. Every wrestler in the world wishes matches to be controlled by a man of Dick Kroll's ability and integrity."

Two men who didn't agree with





As might be expected when these two titans clash, Graham and the WWWF champion, Sammartino, engage in a series of awesome tests of strength. Their bodies swell with might and determination as they attempt to prove their dominance. No witness to this event will ever forget the straining muscles or torsos glistening with sweat. It is a tragedy that this match had to end embroiled in controversy with Sammartino outside the ring and struggling to return to the field of battle (below). Unfortunately, this great contest will most likely be remembered for the unsatisfying end.

McMahon's assessment of Kroll were Graham and his manager, Grand Wizard.

"Kroll isn't his real name!" Wizard declared. "He's really Krollino, an Italian relative of Sammartino. He's out to protect his *paisano*. The quick count only benefited one man—Sammartino.

"Kroll was afraid Bruno would get back in the ring. Once inside, Graham would have finished Sammartino off. And then Bruno would have lost his title.

"Kroll—or Krollino—was in that arena for only one purpose—to protect Sammartino's title! And Graham proved that flunky really needs protection.

"From now on, I refuse to let any referee whose name ends in 'o' officiate during one of Billy's matches. We're making sure Graham will get the title next time he wins it. And he'll win it the next time he wrestles Sammartino."

"Superstar" was equally angry at the outcome of the match. And he had some promises of his own.

"I'm going to kill Sammartino! The world wants me to be champion and I'll make it happy. When I'm finished, Sammartino won't be fit to wrestle preliminaries in Bulgaria!"

Equally distressed about the match was Sammartino. Bruno was acutely aware of what a loss to Graham meant to his reputation. He also knew how disappointed he had made his fans.

"I could have gotten back in the ring," he states, "and I think I could have won. I'll admit the fall knocked the wind out of me. I remained outside trying to regain my composure. I asked a reporter what the count was. He told me the referee was on eight. So I figured I had 12 more seconds. I was the most shocked man in the arena when Kroll said the match was over.

"I'm anxious to wrestle Graham again," Sammartino concluded. "I don't like the way this match ended."

So the battle of titans will be held again. The controversy had made the match the most important in each man's career. One will emerge from the match as WWWF champion. The other may never be able to show his face in an arena again. □

Bobby Duncum's brutal quest for Bruno Sammartino's championship resulted in one of the bloodiest matches ever!

THUNDEROUS AND UNBEARABLE noise emerged from the television studio. Yes. Bobby Duncum and his loud manager, The Grand Wizard, were blowin' off their mouths again.

"You saw what I did to that dude Haystacks Calhoun in Madison Square Garden!" Duncum exclaimed.

"Yes, Robert," the Wizard cut in, pointing a threatening finger at the television camera. "You made him bleed. How proud I was to see you do that to the only whale in wrestling, Haystacks Balloon. That's right. B-a-l-l-o-o-n. You harpooned him! Very well done indeed!"

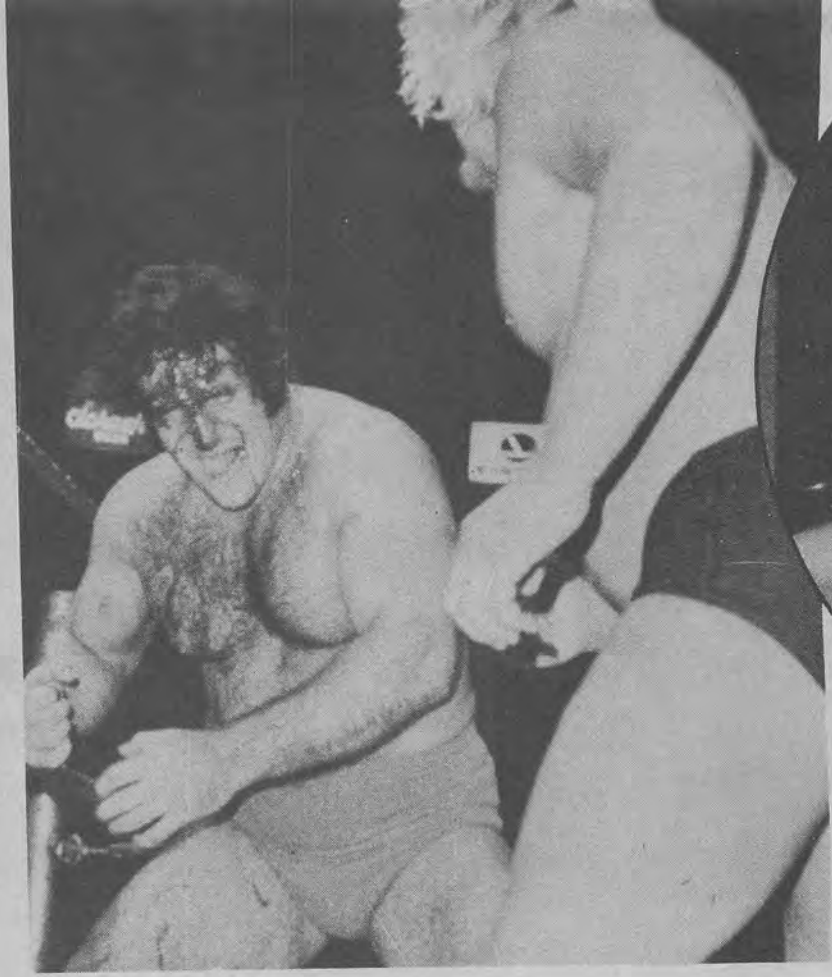
"And next Bruno Sammartino's gonna look the same way!" Duncum, with a crazed look in his eyes, added.

"Waterfalls of blood," cried the Wizard, "will be pouring out of Sammartino's head. I cannot wait to see it. Sammartino will be a bloody and beaten champion. Bobby Duncum will watch as Sammartino begs him for mercy. But he will get none. Bobby will show the world that he is the true champion, the kind of champion this sport really needs!"

When Bruno's interviewed, there's none of this loudmouthing going on. He always conducts himself like a gentleman.

"Bobby Duncum is a worthy challenger," Bruno noted. "If he wasn't, he wouldn't be rated number one on the World Wide Wrestling Federation's list of title contenders. I'm sure he'll put up a good battle."

B
AT T



Using illegal and brutal tactics, Bobby Duncum horribly bloodies W.W.W.F. champ Bruno Sammartino (left). However, before the match is over, Duncum is just as badly bloodied as Sammartino (above) in a match many consider one of the bloodiest in the history of professional wrestling!

Bruno became even more anxious to deal with Duncum after yet another television interview, one in which Duncum took a swing at the great champion. And we can assure you that Bruno didn't like that gesture one bit and intended to show his displeasure during the match.

The big night at the Garden finally arrived. The Wizard and Duncum kept loudmouthing all the way to the ring.

"Get that belt off Sammartino!" the Wizard screamed.

"That's right!" Duncum exclaimed. "It's mine baby, not yours!"

Bruno and his manager, Arnold Skoaland, didn't even waste their time sneering at Wizard and Duncum. They've learned not to let people like them psyche them out.

Finally, with Wizard and Skoaland out of the ring, the match began. Bruno rallied early with a sensational series of takedowns that made Duncum back off and head for the safety of the ring apron.

Duncum became a bit more gutsy and worked the champion over with a series of illegal tactics. But Bruno again retaliated, taking quick advantage. It looked like any plans Duncum and the Wizard may have made were going up in smoke.

Again and again Bruno was attacked by Duncum's dirty moves, but they didn't help Bob one bit. Finally, though, Duncum got a good solid lead. He took Bruno by the hair and tossed him out of the ring. The champion fell into the press rows.

The referee began counting. Bruno had to beat the count. And he did. Unfortunately, Duncum was waiting for him. Duncum cornered Bruno and began smashing and biting Bruno's forehead. In just a matter of moments, Bruno was covered

(Continued on page 64)

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ROBERT FULLER

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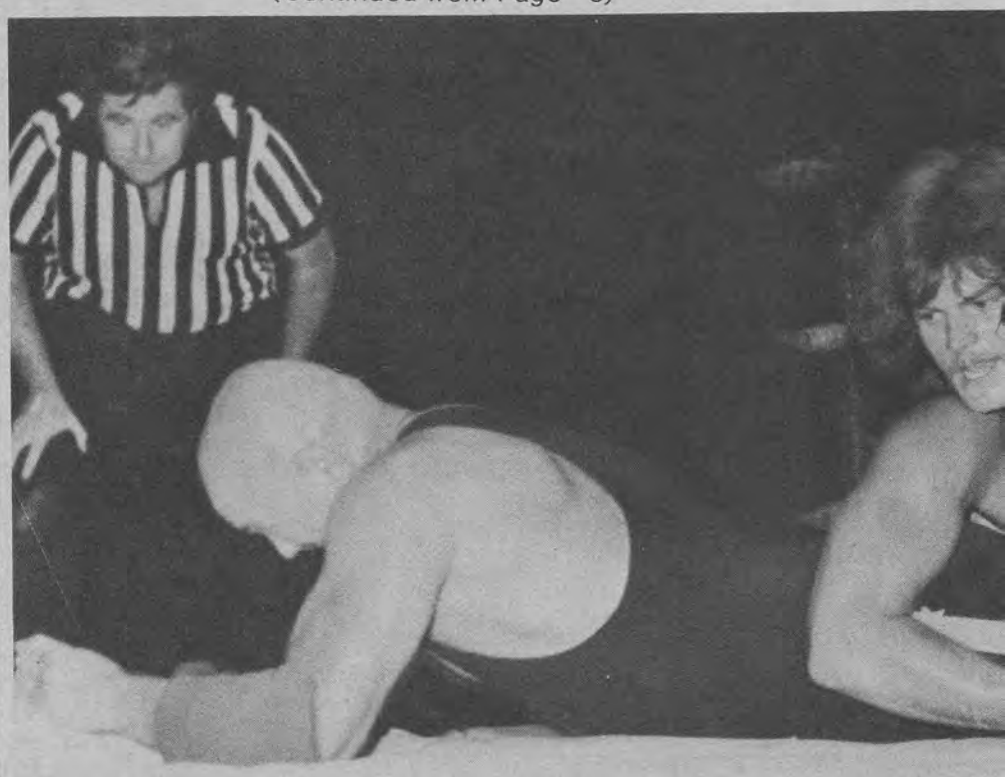

Above: Fuller tortures Von Heller in a perfectly done toehold late in battle. Only a superhuman move by Otto allowed his escape; it slowed Otto for the rest of the bout, however. Right: Otto is right on target for a kick to Fuller's chest.

dare. "I'll show those girl fans who is the better wrestler. Anyway, I'm a lot more handsome than that little upstart is. After I finish him off—and that should take very little time—all the girls will be throwing flowers at me!"

But Fuller was not too worried about Otto. "His basic problem," Robert explained, "is that he's jealous of all the adoration I get. I don't ask for it—it just happens. But I live up to my fans' expectations. Von Heller is going to have a lot of problems when we do battle, I can promise that!"

The match began the way most of Fuller's matches begin nowadays, with the women in the audience throwing flowers at his feet. Robert smiled and waved at them, but Von Heller growled. He was getting angrier every minute. As soon as the bell rang he tore into Robert.

Von Heller grabbed Fuller's long hair and pulled the young man to the floor. Otto screamed to his opponent, "Now I'm going to finish you off!" But instead of Von Heller being able to carry through his vicious threat, he was surprised by Fuller, who reversed the hold and soon had Otto on the mat.

Scrambling to his feet Robert grabbed Von Heller's foot and started shoving his opponent's knee into his chest. Otto screamed in agony. Then the handsome young grappler flipped Von Heller onto his stomach.

The spectators went wild with excitement. Fuller loosened his grip on Von Heller for a second, and Otto seized the opportunity to escape. Robert ran after his opponent, but Von Heller was running too quickly. He jumped over the ropes and back to the dressing room. The referee had no choice but to disqualify Otto and give the match to Fuller.

Back in the dressing room, Von Heller tried to hide from everyone. When it became clear to him that he would have to make a statement to the press, he said, "It wasn't fair. He used dirty tactics against me. I know he did!"

When Robert heard this he was enraged. "I won that match," he said to reporters, "and now Von Heller is trying to make excuses for his loss. It must now be clear to everyone that I'm the better wrestler. Von Heller will just have to accept that fact. Anyway, it was obvious he ran away from me!"

Since that night, Otto Von Heller has tried to avoid seeing Fuller, especially at the beginning of a match, when the women throw flowers at the young grappler.

Is it jealousy that makes Otto avoid Fuller? Von Heller denies this. He says, "I have no reason to be jealous of that dirty little boy.

"I just don't like him!" □

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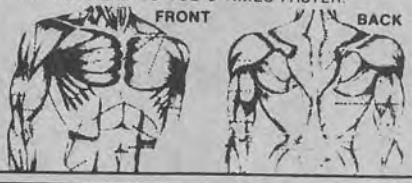

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DON'T TAKE THAT LEAP

(Continued from Page 13)

The action becomes fast and furious as El Sicodelico grabs George in a headlock (above). George squirms free and sends the masked hero crashing to the canvas with an armflip (right). Later in the bout, George again sends El Sicodelico to the mat with perfectly executed flip (below). Yet George would win the match on luck, not skill!

As George lay on the mat, his masked opponent climbed the ropes. He intended to leap from the ropes onto this opponent, ending the match and making George sore for weeks.

"Don't!" El Sicodelico screamed in the car, bringing himself swiftly back to reality. But the car continued to hurtle through the darkness and the memory continued to plague El Sicodelico's mind.

El Sicodelico did leap from the ropes. Instead of slamming onto George, however, he crashed into the canvas.

George, who had rolled away at the last instant, slowly got to his feet. A snarl twisted his face as he saw his tormentor rolling in agony on the canvas. He let El Sicodelico struggle like a fish out of water for perhaps half a minute. Then he fell on his stricken opponent and the match was over.

Gorgeous George Jr.'s arms are raised in victory, a victory which may haunt El Sicodelico!

El Sicodelico winced as he remembered the pressure of George's body upon him. The mental anguish remained as he recalled the referee raising George's arm in victory. Time will never erase the memory of George's smile as he stared down haughtily upon his beaten foe.

There will be other matches for El Sicodelico. There will be many chances to avenge his loss against Gorgeous George Jr. Yet, every so often, in the stillness of the night, he will remember the leap that failed and his body will shake with an involuntary shudder. □

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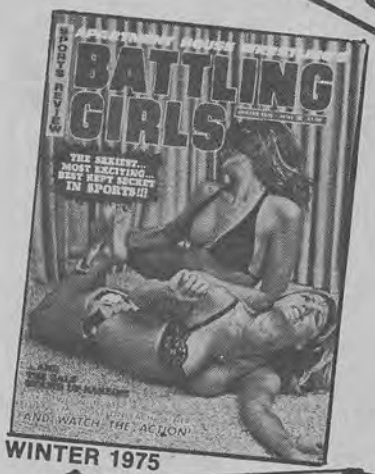

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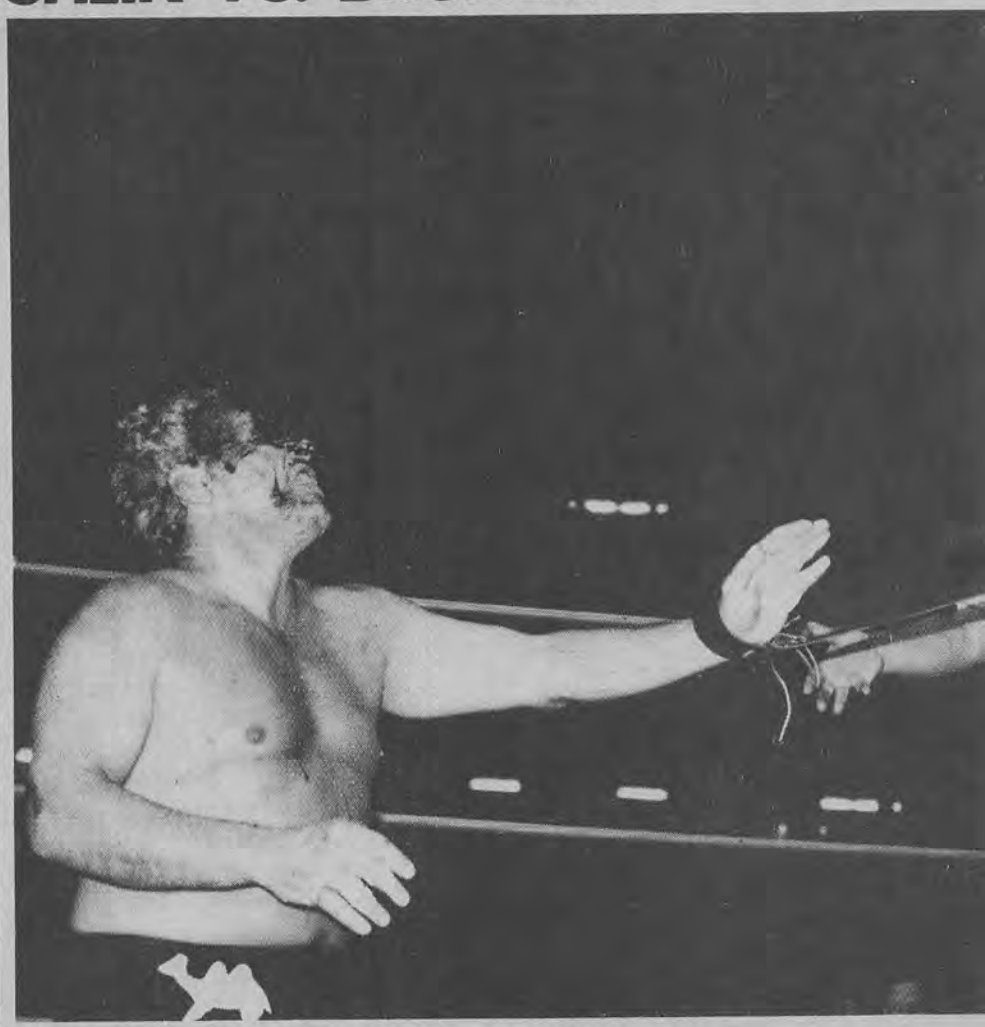
SHEIK VS. BRUISER

(Continued from Page 22)



Above: Sheik begs for mercy as Bruiser drags him toward doom in the strap match. Below: Sheik has Bruiser trapped in the ropes and pounds Bruiser's head.

cage. He can't run away there. How about that?"

"A cage?" Creatchman questioned. "Ha! Does Bruiser know what he's doing? The Sheik has never lost a cage match in his entire career. And he's not going to start now!"

Creatchman was right. That match was right up Sheik's alley. The Sheik smashed Bruiser's head into the cage repeatedly until Bruiser was a bloody mess.

Bruiser returned the favor, but still, even though The Sheik was bloodied, he stayed in charge. The match again ended in a no-contest, a decision that's almost impossible in a cage match. But when both wrestlers break out of the cage and continue fighting among the audience, well, no decision can be fairly reached.

Another match between these two saw Haystacks Calhoun come in as a special referee. He had to disqualify both of them when they started beating him up for being "too strict."

So, where does it stop?

"It doesn't," Bruiser said. "I'll say it again. I will get no satisfac-

tion until I end The Sheik's career. You know, I've never wanted to destroy anyone so badly in my entire life. It's becoming an obsession with me. It's gotten to the point that I want to drag him into an alley and finish him for good. And I just might."

Creatchman had this to say.

"I don't know why Bruiser is so intent on destroying my man. First of all, it's never going to happen. Second, with his savage attitude, I may not even give him another crack at my Sheik. He's too valuable a property to be tossed in with a maniac like that. You never know what he'll try to do.

"Well, let me add this. The Sheik wants Bruiser badly. So I can't stop him. He promises to finish him once and for all the next time they wrestle. He has made a vow to do so."

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WASN'T GOOD ENOUGH

(Continued from Page 10)

A hard, right uppercut to Justice's chin hurts the wrestler's pride as much as his jaw. Chris thought the punch would be the beginning of the end for Justice but Ben manages to remain on his feet.

would pass up the chance to do as much damage to him as possible.

"This isn't what I became a wrestler for," Chris said later, "but Justice wasn't the kind of guy I envisioned being my opponent. Grudges take something away from the sport. But if you love the sport, you've got to step on guys like Justice. If they're allowed to do whatever they please, then the whole sport can be destroyed."

So the night of the match saw two men determined to batter each other senseless. The crowd knew of the agreement and filled the arena with cheers for Tolos and boos for Justice. Ben sneered at the fans and at Tolos. Chris simply stared straight ahead, though the pulsing muscles in his jaw betrayed the tension.

The referee saw the two angry men and promptly gave up trying to maintain order. He knew the only power he had was the power of disqualification. The referee swore he would use the power only if it came to be absolutely necessary.

The bell sounded and the two wrestlers came at each other like raging junngle beasts. Fists and feet flying, the two men tore into each other. The crowd fell suddenly silent, stunned by the extent of the fury released by the battling enemies.

At one point it looked like Justice had the match won. He lashed a kick into Tolos' chest, hurtling Chris across the ring. Ben followed this tactic by trapping Tolos in a sleeper hold. Slowly but surely, Chris began to slip into unconsciousness.

Yet, with the determination of great professional athlete, Chris managed to marshal his strength and squirm free. Justice was so stunned by the turn of events he didn't realize until too late that he was a captive of Tolos' headlock. Chris knew it and slammed his fist into Ben's face.

Justice broke free and the two men ignored all rules as they waged their battle. When the referee felt he had seen enough, he disqualified both men and called the security police to break it up.

Angrily, the two men strode back to their dressing rooms. Though both were badly battered, nothing had been settled. ☐

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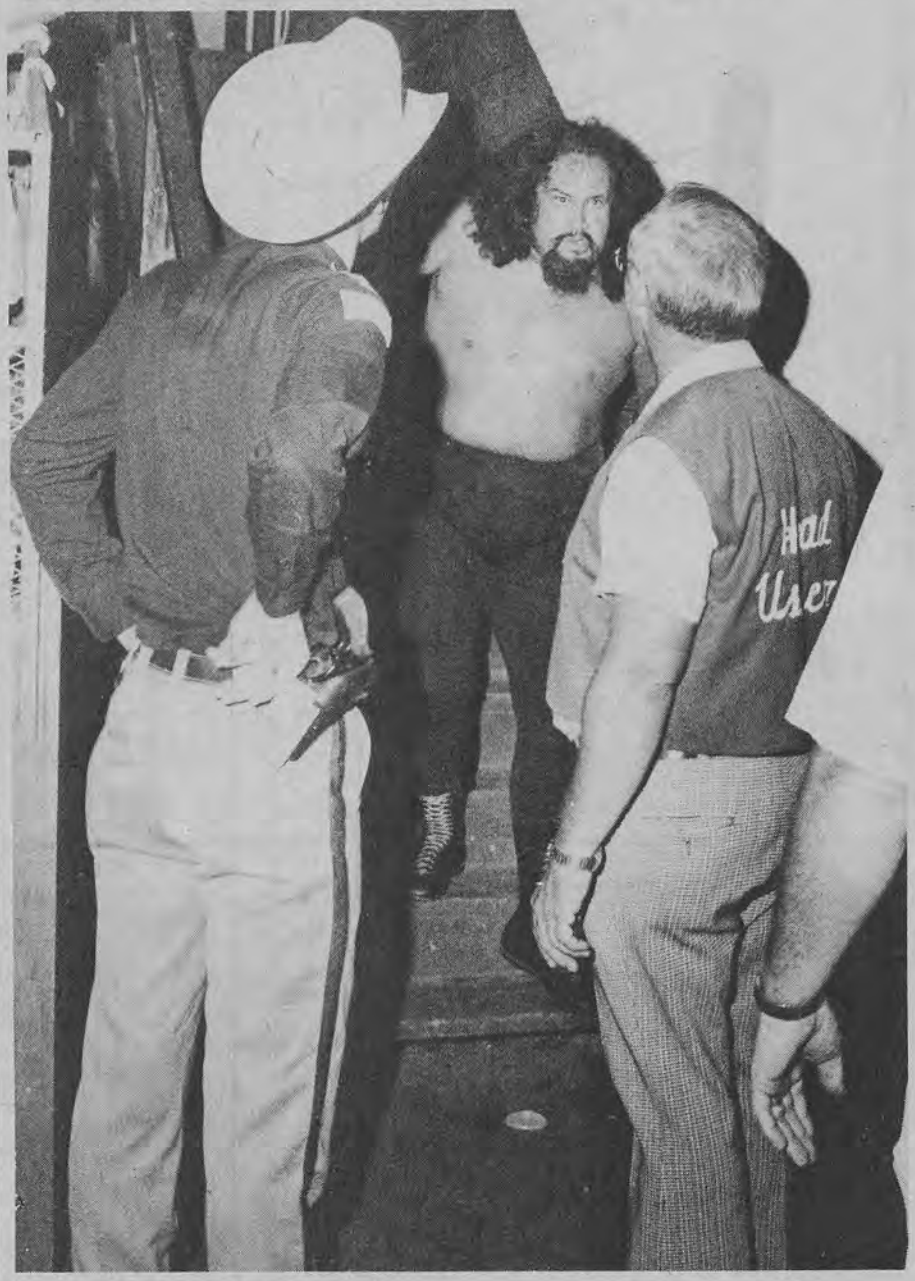
KING CURTIS *(Continued from Page 18)*



Finally cornered and leaving the arena, King Curtis takes one look back to see if he can cause a little more havoc. The looks of anger and hatred on the policemen's faces tells him he'd better leave.

pacing angrily and immediately sent out a call for reinforcements.

"They can't get here for another 15 minutes," he was told.

"We may not have 15 minutes," was his reply.

Unfortunately, Kozak had to meet the enraged Curtis immediately. He had only the length of the short aisle separating him from a man who resembled a rabid lion more than a human being. The walk, which took only 10 seconds, gave him little time to create any last minute strategy or murmur some hurried prayer.

Actually, Nick never completed the walk. Curtis' fury couldn't contain itself long enough for Kozak to climb through the ropes. With a banshee scream, Curtis leaped out of the ring and came crashing down on Kozak.

Maybe it was the bloodcurdling scream. Maybe it was the wild look in Curtis' bulging eyes. Maybe it was the shock of the attack. Maybe it was sheer terror. Whatever the

reason, for long horrible seconds nobody moved. King made a direct hit on his unsuspecting opponent. Nick went crashing to the cement.

The sickening crack of skull hitting concrete shook everyone out of their immobilization. It was a signal for action; a signal to save a man's life. But how does a person contain a raging whirlwind.

Despite the wooziness from the blow to his head, Nick tried to

struggle back, at least keep Curtis from hurting anyone else. If all a man needed was courage to succeed, Kozak would have been the easy victor. However, sometimes courage isn't enough.

Nick climbed into the ring, hoping to keep Curtis contained within the ropes. It was a hopeless endeavor. Curtis attacked the weakened body with punches. A plastic knife in Curtis' fist gleamed in the arena lights. It glittered horribly as it repeatedly smashed into its target.

Nick crawled out of the ring to survive. The referee tried to stop the slaughter but he was brushed away like a fly. Curtis wanted Kozak crippled—at least.

On the outside of the ring, Curtis

(Continued on page 56)

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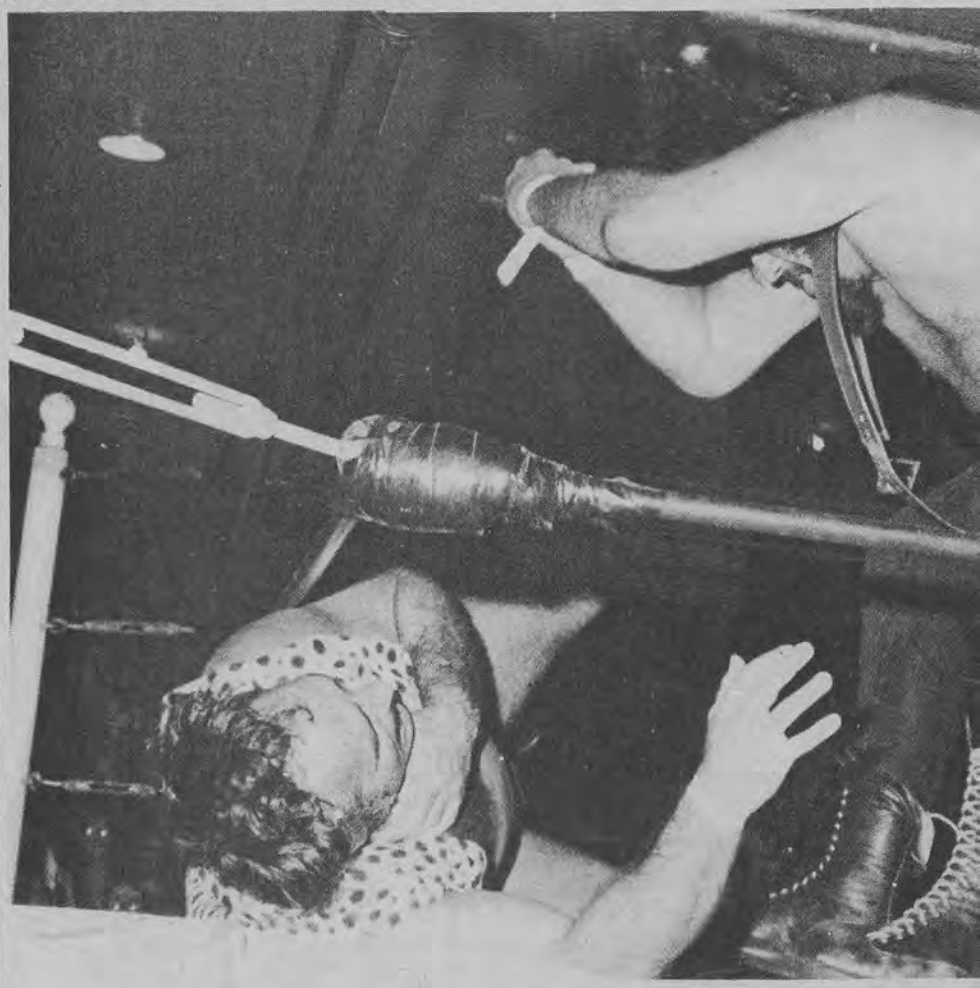
KING CURTIS

(Continued from Page 55)

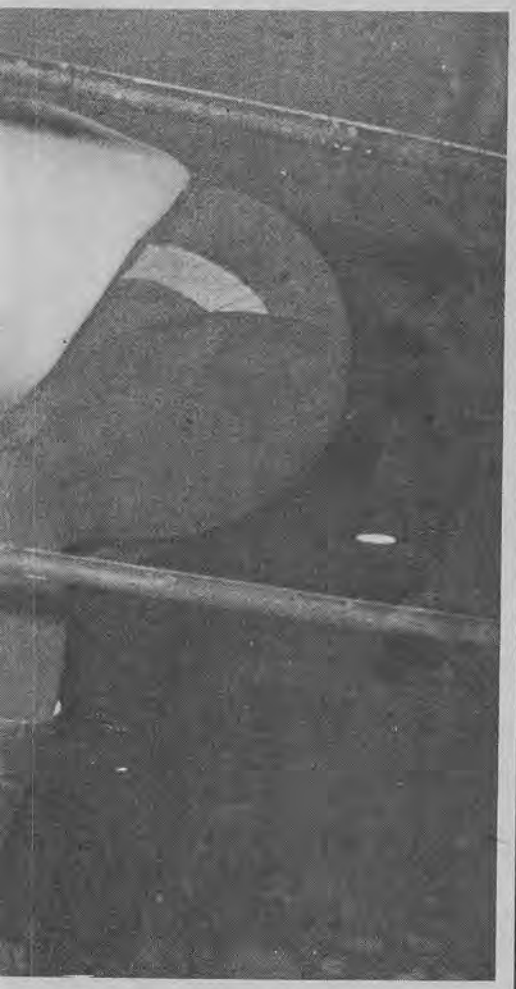


Though injured from a fall, Nick Kozak tries to crawl back into the ring. However, as soon as Nick is within the ropes, Curtis attacks him with a plastic knife (above). It is a cruel and savage act. When Kozak finds himself again stretched out on the cement floor, he also finds Curtis coming after him with a folding chair (below)! Nick is helpless to prevent a beating from Curtis' pounding.

picked up a chair and started to assault Kozak. Weakened, injured, Kozak pathetically attempted to crawl away. The chair slammed down onto his back time and time again.

An usher could stand the slaughter no longer. Even before the security forces could intercede, this brave but foolish lad tried to save Nick. Instead, with sickening speed, Curtis beat the young man senseless and left him lying on the cold cement floor, unconscious.

Finally, the added security force came charging into the arena like the cavalry to the rescue. They surrounded Curtis. Even in his crazed rage, King knew he couldn't survive an attack for 15 armed men.



One deputy sheriff put his hand on his gun, making sure Curtis saw him ready to use the weapon if necessary.

"Get back to the dressing room!" the chief of security screamed. "We'll surround you! If you try to break through our circle for any reason whatsoever, we'll shoot to kill! And that's a promise!"

Curtis did as he was told, snarling but following orders. He had no choice.

The fans also kept a respectful distance from Curtis and the police surrounding him. Their hatred was expressed by shouts, and they were happy to see Curtis leave.

Nick was able to return to the dressing room by himself. The usher was taken to the hospital where he remained for two weeks.

"I'd do it again," the usher said when he was finally released from the hospital, "because I couldn't stand to see it. I was wrong to do the security force's work. But I had to do something about it." □

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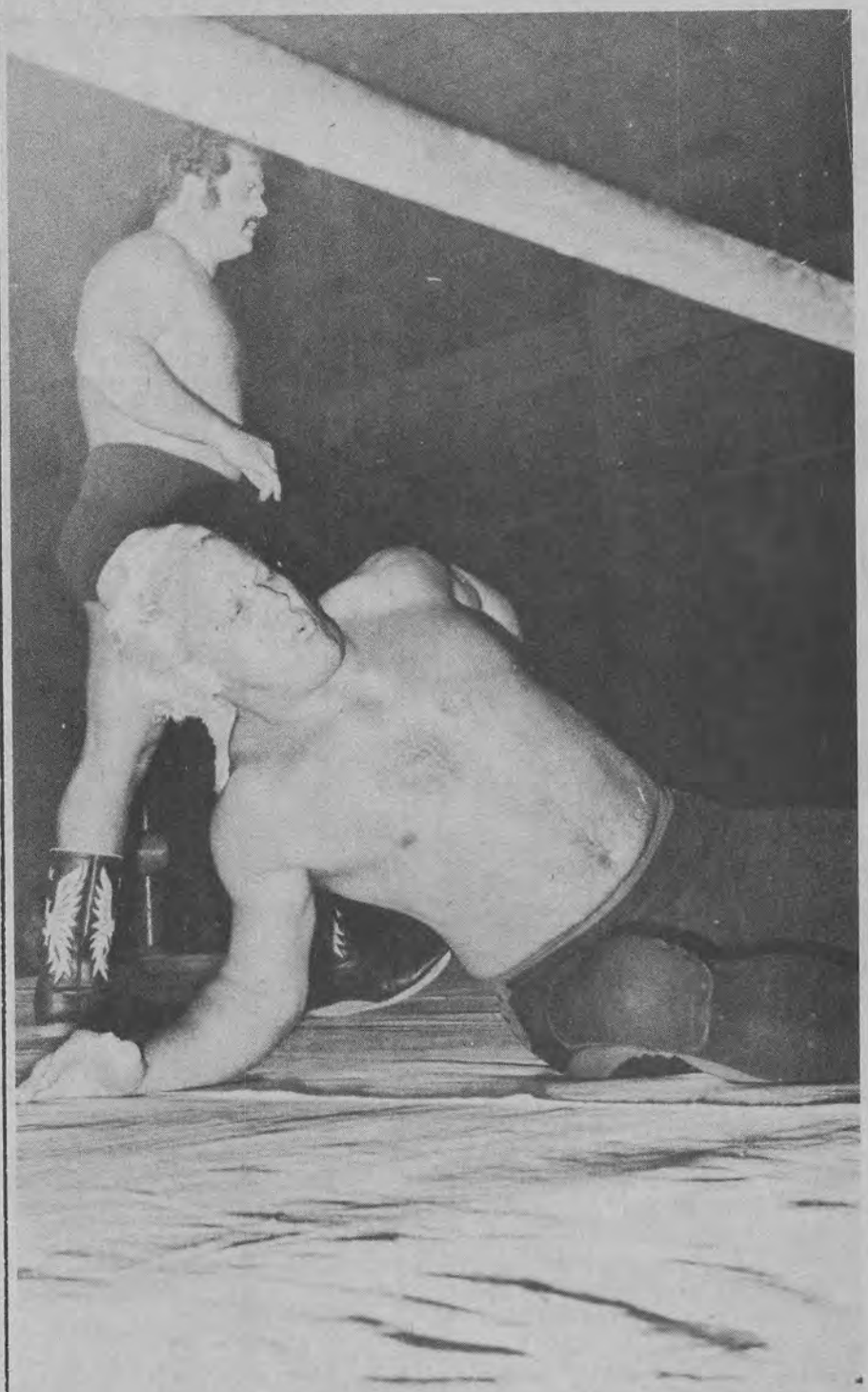
BUDDY COLT

(Continued from Page 15)



Early in the battle, Colt crumples to the canvas clutching his back. Instead of taking advantage of the situation, Watts is ordered by the referee to get away from his victim and let Buddy recover.

crowd grew quiet, knowing this night would be something special—something horribly special.

The bell sounded like an explosion when it rang in the unnaturally quiet arena. Not only did it signal the match to begin, but it also seemed to tell the crowd to cheer. The shouts almost raised the roof.

The two men leaped at each other like starving jungle beasts. For a full 15 minutes, they traded the most brutal wrestling holds and exchanged savage, illegal tactics. Only two perfectly conditioned athletes could survive such a beating.

Then, with frightening suddenness, Colt crumpled to the canvas from a

Before the match, Colt casually relaxes, the picture of perfect confidence (above). Watts makes sure all is done well (below).

Watts punch. Bill was on his fallen opponent instantly, trapping him in a headlock. With experienced fists, Watts tore away at the flesh of his victim's face. When he finally released him, blood was obscuring Colt's features. The bleeding grappler sank to the canvas.

(Continued on page 62)

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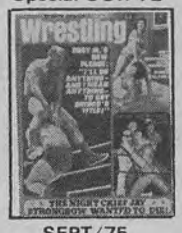
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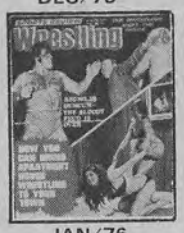
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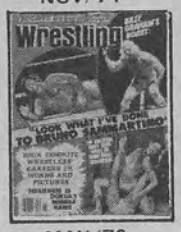
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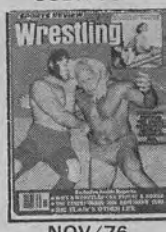
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PICTURE BOOK

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Pic. Bk/Spr 76

Pic. Bk/Sum 76

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Pic. Bk/Mar 77

Pic. Bk/May 77

GREATEST BATTLES

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JULY 77

BEST OF WRESTLER

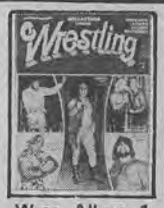
FALL 76

WINTER 76

SPRING 77

SUMMER 77

ALBUM


Wres. Album 1

Wres. Album 2

ANNUALS

ANNUAL 1

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BUDDY COLT

(Continued from Page 59)

Above: Eyes blazing with hatred, Watts leaps on his fallen foe to wreak even more cruel havoc! Below: Early in the match, Colt has Watts caught in a headlock.

But Bill was far from finished. As his foe lay bleeding on the mat, Watts started kicking him in the small of his back. Again and again, Bill's foot lashed out hard into the vulnerable area. With each kick Colt gritted his teeth, determined not to let his tormenter hear his screams of agony.

When it looked like Colt could stand no more, the referee pulled Watts away. Buddy was left to crawl along the canvas, gasping for air and trying to remain conscious.

Bill sneered at his fallen foe as he left the arena. The referee was about to motion for the stretcher, but Colt managed to get to his feet. Wobbly but proud, Buddy somehow stumbled back to the dressing room. He would not allow the fans who screamed for his blood to get the satisfaction of seeing him carried off on a stretcher. Buddy Colt might have been beaten, but he'd be damned before his spirit was defeated.

Nobody knows what happened to Colt once he got in the dressing room. The door was locked and only the arena doctor was allowed to enter. When he finally left, the doctor refused to discuss his patient's condition.

As for Watts, he was coldly satisfied by the match. There was no shouting, no jubilation. A professional had succeeded in doing what he set out to do. His success had left a man bloody and battered.

"You expect to win," Watts explained, "and you don't celebrate doing what you expect to do. Colt got what he deserved. That's what's important!" □

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BLOODBATH

(Continued from Page 45)

Above: Stunned from a fall out of the ring, Bruno calls on his years of experience to defend himself against Duncum's relentless and savage attack. Right: Crumpled to the canvas, Bruno is helpless to prevent Duncum from kicking his chest! Below: Duncum gushes blood when the match turns into a wild brawl!

with blood!

Duncum's punishment of Bruno did not last long. The enraged champion let all his anger out furiously. It was now only a matter of seconds before Bobby Duncum was also covered with blood.

The referee halted the melee momentarily to check both wrestlers' wounds. And he let them continue. But as the wounds became visibly worse, the referee halted the action and declared the match a draw.

"I had no alternative," the referee said afterwards. "They were both bleeding profusely and in need of medical attention."

"What the devil is going on?" exclaimed the Wizard. "My man is

not cut. That's Sammartino's blood on my man's head. It splattered all over him. My man is not cut!"

The Wizard kept repeating his claim even as doctors were stitching Duncum's forehead. A day later, the Wizard did calm down some.

"We learned something very important," he claimed. "First of all, Sammartino is protected by referees just like his friend Morales. I think the referee was his uncle or something. I know he had an Italian name.

"Next, Bobby has found Sammartino's weakness. And if we can get a rematch, which I seriously doubt because Sammartino's a chicken,

Duncum has Bruno kneeling in the corner as Bobby pounds away at Bruno's wide gashes, hoping to see Bruno slump unconscious!

we will show the world that Sammartino is an easy man to beat if you know how."

Arnold Skoaland, Bruno's manager, had this to say.

"We're asking for a Texas Death Match. We don't want any questions as to who comes out the victor in a rematch. The Wizard has a way with his words and excuses. You don't hear us crying. Just have Mr. Duncum sign on the dotted line and he'll get his match. Bruno has never ducked an opponent and he's sure not going to start now."

Duncum gladly accepted the terms. And next time, as Skoaland said, there will be a clear decision, one way or the other. □

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As you walk, run, twist, bend and exercise, every movement you make helps the KARATE SLIMMER go to work . . . retaining body heat . . . inducing perspiration . . . massaging your body. By using the enjoyable KARATE SLIMMER Program YOU LOSE INCHES FAST — WITHOUT WIRES, SPRINGS, WEIGHTS, GEARS OR PULLEYS! Does an even FASTER, more FANTASTIC SLIMMING job when you wear it during your Karate or gym workouts!

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Many Karate men find the KARATE SLIMMER helps relieve back aches and pains due to muscular strains. This makes it ideal for weight lifters, bodybuilders and other athletes engaged in strenuous sports!

A PROVEN, TESTED PRODUCT

Many thousands of men and women have succeeded in taking inches off their waists with the KARATE SLIMMER Program. There's no reason why you can't do the same! JOIN THEM IN BECOMING A SLIMMER, TRIMMER, FAST-MOVING TIGER — SEND FOR YOUR KARATE SLIMMER TODAY! The following GUARANTEE assures you of ABSOLUTELY NO RISK!

MAIL COUPON NOW!

10-DAY MONEY-BACK GUARANTEE

Wear **KARATE SLIMMER** and follow the Program for 10 days. If after that time you're not completely satisfied with your Trimmer, Slimmer waistline, return everything for a full refund. No questions asked.

Made of fine quality non allergenic rubber and nylon, KARATE SLIMMER is so light it can't be noticed under your clothes. Wear it in complete comfort all day long!

ONLY **11.98** WE PAY POSTAGE

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SLIM DOWN FAST! — SEND NOW!

ROYAL ADVERTISING CORP. DEPT. VSG-89
35 Wilbur Street
Lynbrook, N.Y. 11563

Here's my $11.95—rush me your KARATE SLIMMER Waist-Trimming Belt and Program. If after following the Program 30 days I don't agree it's the most amazing way to Look Inches Slimmer Instantly, you'll return my $11.95. No questions asked.

MY WAIST SIZE IS: ☐ Small (22-30) ☐ Medium (30-35) ☐ Large (35-42) ☐ Extra Large (43-48)

(N.Y. State residents add state and local sales tax)

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MONEY-BACK GUARANTEE

when I planned to **retire before fifty**

this is the business that made it possible

a true story by John B. Haikey

Starting with borrowed money, in just eight years I gained financial security, sold out at a profit and retired.

"Not until I was forty did I make up my mind that I was going to retire before ten years had passed. I knew I couldn't do it on a salary, no matter how good. I knew I couldn't do it working for others. It was perfectly obvious to me that I had to start a business of my own. But that posed a problem. What kind of business? Most of my money was tied up. Temporarily I was broke. But, when I found the business I wanted I was able to start it for a small amount of borrowed money.

"To pyramid this investment into retirement in less than ten years seems like magic, but in my opinion any man in good health who has the same ambition and drive that motivated me, could achieve such a goal. Let me give you a little history.

"I finished high school at the age of 18 and got a job as a shipping clerk. My next job was butchering at a plant that processed boneless beef. Couldn't see much future there. Next, I got a job as a Greyhound Bus Driver. The money was good. The work was pleasant, but I couldn't see it as leading to retirement. Finally I took the plunge and went into business for myself.

"I managed to raise enough money with my savings to invest in a combination motel, restaurant, grocery, and service station. It didn't take long to get my eyes opened. In order to keep that business going my wife and I worked from dawn to dusk, 20 hours a day, seven days a week. Putting in all those hours didn't match my idea of independence and it gave me no time for my favorite sport—golf! Finally we both agreed that I should look for something else.

"I found it. Not right away. I investigated a lot of businesses offered as franchises. I felt that I wanted the guidance of an experienced company—wanted to have the benefit of the plans that had brought success to others, plus the benefit of running my own business under an established name that had national recognition.

"Most of the franchises offered were too costly for me. Temporarily all my capital was frozen in the motel. But I found that the Duraclean franchise offered me exactly what I had been looking for.

"I could start for a small amount. (Today, less than $1500 starts a Duraclean dealership.) I could work it as a one-man business to start. No salaries to pay. I could operate from my home. No office or shop or other overhead. For transportation, I could use the trunk of my car. (I bought the truck later, out of profits). And best of all, there was no ceiling on my earnings. I could build a business as big as my ambition and energy dictated. I could put on as many men as I needed to cover any volume. I could make a profit on every man working for me. And I could build little by little, or as fast as I wished.

"So, I started. I took the wonderful training furnished by the company. When I was ready I followed the simple plan outlined in the training. During the first period I did all the service work myself. By doing it myself, I could make much more per hour than I had ever made on a salary. Later, I would hire men, train them, pay them well, and still make an hourly profit on their time that made my idea of retirement possible —I had joined the country club and now I could play golf whenever I wished.

"What is this wonderful business? It's Duraclean. And, what is Duraclean? It's an improved, space-age process for cleaning upholstered furniture, rugs, and tacked down carpets. It not only cleans but it enlivens and sparkles up the colors. It does not wear down the fiber or drive part of the dirt into the base of the rug as machine scrubbing of carpeting does. Instead it *lifts out* the dirt by means of an absorbent dry foam.

"Furniture dealers and department stores refer their customers to the Duraclean Specialist. Insurance men say Duraclean can save them money on fire claims. Hotels, motels, specialty shops and big stores make annual contracts for keeping their carpets and furniture fresh and clean. One Duraclean Specialist signed a contract for over $40,000 a year for just one hotel.

"Well, that's the business I was able to start with such a small investment. That's the business I built up over a period of eight years. And, that's the business I sold out at a substantial profit before I was fifty."

Would you like to taste the freedom and independence enjoyed by Mr. Haikey? You can. Let us send you the facts. Mail the coupon, and you'll receive all the details, absolutely without obligation. No salesman will ever call on you. When you receive our illustrated booklet, you'll learn how we show you STEP BY STEP how to get customers; and how to have your customers get you more customers from their recommendations.

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